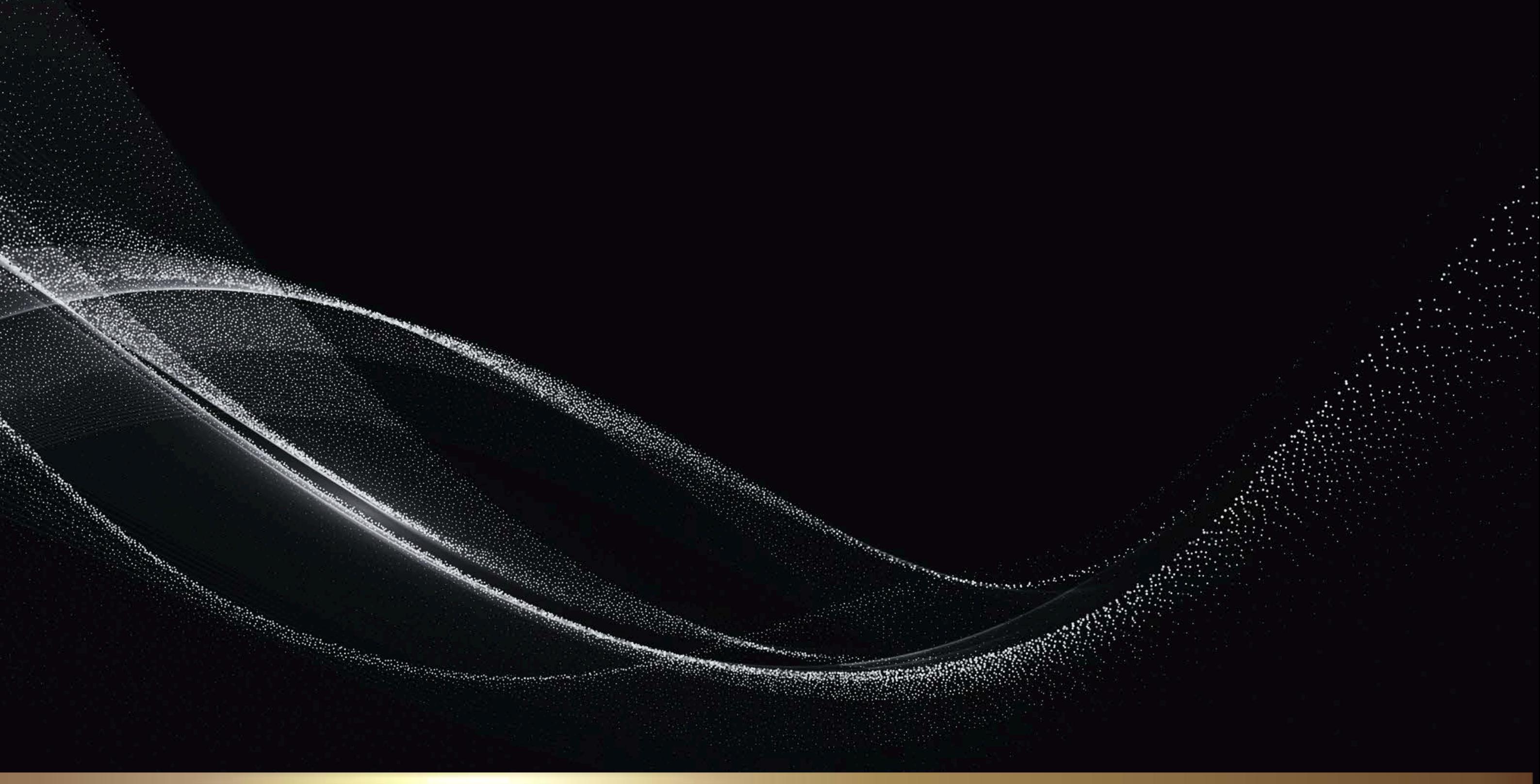




STARFALL STUDIOS

STARDUST CHRONICLES / OTHER GAMES



HSC MAJOR PROJECT

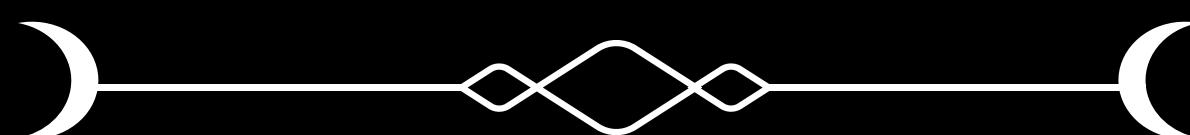
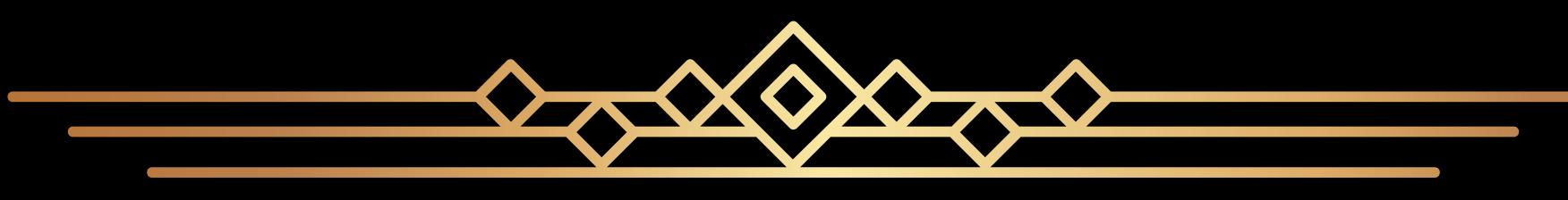
INDUSTRIAL TECHNOLOGY - MULTIMEDIA

STUDENT 36883162



MARKETING CAMPAIGN STARDUST CHRONICLES

Including a Website with One Page,
Graphical Design and Animation



CONTENTS



| | |
|-------|--|
| 3-8 | Statement of Intent Including Goal, Limitations & Criteria For Success |
| 9-20 | Research Technologies |
| 21-28 | Idea Generation Website, Posters, Graphic design & Animation |
| 29-33 | Finance Plan Fees, Hardware, Software |
| 34-36 | Time Plan Folio and Practical |
| 37-56 | Process Journal Log Book |
| 57-60 | Peer Review Feedback |
| 61-62 | Quality Control Elements |
| 63-65 | ICT Skills Elements |
| 66-71 | WHS Safety |
| 72-73 | Outsourcing External |
| 74-76 | Final Evaluation Review |
| 77-80 | Bibliography / Acknowledgements |



STUDENT 36883162

EVALUATION

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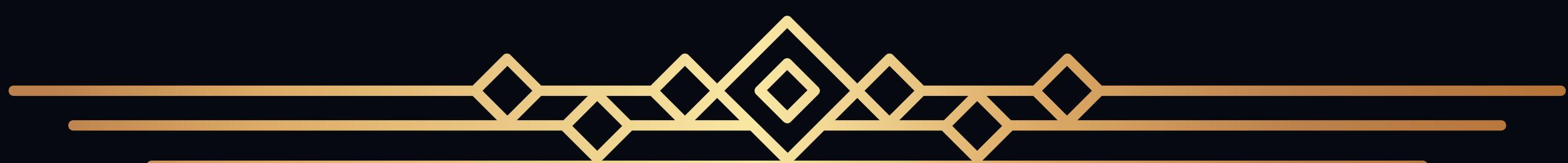


STARFALL

STUDIOS



STATEMENT OF INTENT



STATEMENT OF INTENT

THE GOAL

For my major project in the Year 12 2023-2024 HSC Industrial Technology—Multimedia Course. My goal is to create a marketing campaign for the fictional video game development studio 'Starfall Studios', which has released its new product, 'The Stardust Chronicles'. I intend to create a cohesive website that incorporates a wide range of animation, film, programming, and design techniques. I intend to construct numerous separate web pages for the website; that will be surrounding a made-up game development company called Starfall Studios and about their products. Furthermore Incorporating multiple elements, such as animation, graphic design, 3d modelling, etc.

I wish for the final result to be engaging as well as professional. Through my major project, I want to research and create, through a range of software, a website about the company's new product, 'Stardust Chronicles', a game that follows the narrative of a witch named Nova Astralis who disappeared one day, leaving behind her familiar with only her magical journal. The witch's beloved cat usually accompanied her on her adventures to explore the world, but this time, her owner was nowhere to be found. See through the eyes of Luna, her cat, who tries to find clues to where her owner has vanished as she wanders through different realms, discovering secrets, legends, and more indications of the reasons for her owner's disappearance. To create the desired effect, I plan on using multiple multimedia elements that unveil this to the audience.

The website will have varying multimedia elements such as animation (2d & 3d), merch designs, concept art, posters, light boxes, a game trailer, and an art book. All elements must be cohesive, align with the theme of fantasy, and use a stylistic approach for the best immersion of the audience. The website will incorporate various main elements and some smaller additions and designs to further immerse the viewers in the story. I intend to use various techniques and software to create immersive and complex scenes. At this point, my game will be a 2D scroller game with an animative stylistic feel and consistent design. I would like my project finances to be under \$400.

PURPOSE/ MOTIVATION

My objective for this project is to create a fully-fledged website that encompasses all the multimedia forms for a high-quality, professional advertisement campaign. I've always desired to create a cohesive, engaging website showing my abilities and skills. My enthusiasm for web development, design, and creativity will be a great asset during this project's production as they motivate me to create the best website possible. In addition, attempting to create a professional experience will help me improve my proficiency in preproduction and postproduction in all elements incorporated. My skills in Adobe suite applications like Premiere Pro, After Effects, Dreamweaver, InDesign, Photoshop, Illustrator, Animate, Lightroom, and other applications like Blender will improve drastically.

These skills may be beneficial in the future and are valuable talents to possess in the ever-progressing digital age. Through this project, I wish to improve my abilities drastically, which is my purpose and motivation to complete this project as best as possible. Moreover, the more effort I put in, the better the final result I can achieve. To achieve a Band 6, I need to utilise my time effectively and efficiently. It is also an opportunity to learn more skills in areas of passion and improve my skills even more. I want to use this project to build the dream game or game development company I have always wanted to create later on by making some of the components needed to create and release a game.



STATEMENT OF INTENT

Furthermore, I have always been fascinated by technology, the process of creating and releasing video games, design, and visual arts. I have spent countless hours creating and designing from my early days with my mother and playing games with my sister on her Gameboy and mum's flip phone. As I have grown, I still have a passion for technology, art, and design, and I continue to learn and invest time in these areas. My Main motivations come from conventions, being part of the gaming community, and working for companies such as Simtech, EB games, and other tech-related jobs.

Additionally, I am inspired by those who have created careers in these areas. One person in particular, Jacksepticeye, whose content I have enjoyed since I was young. Watching his videos inspired me; he taught me to spread positivity. He also helped me discover that immersive feeling whilst being in-game and enamoured by the narrative, the environment, the characters, the music, and all those parts that come together to create a new world, which is the experience I want to make through my Major Project.

TARGET AUDIENCE

The project is aimed at a specific audience, including individuals interested in the gaming industry, those passionate about art and design, and developers who enjoy participating in game development. Its objective is to provide a platform for game enthusiasts to engage, learn, and contribute to the gaming industry by being involved in the process through the website. Designers, developers, and game enthusiasts can shape the game's outcome and follow its development. As well showcasing a proper branded website.

The website's primary audience is young adults and teenagers, and the game would be rated PG to be accessible to everyone and not age-restricted. This will be an effective advertising campaign and promotional tool that can appropriately advertise 'The Stardust Chronicles' without considering if it is suitable for viewing by specific demographics. Moreover, due to the fantasy-based nature of the website and the elements depicted, it is recommended that viewers have the maturity to understand that an advertisement campaign is not real life and should not attempt to replicate the demonstrated on the website.

PROJECT CONTENTS

| Technique | Explanation |
|---|---|
| Animation | The project can only be completed within a certain time frame. This time frame must be utilised efficiently and carefully to meet all success criteria. |
| Graphic Design, Digital Design Techniques | I am limited by the quality of technology I have available and the speed for running programs. Thus I cannot maximise the quality settings, or overclock, and must save consistently because it would crash the programs. |
| Coding [CSS, HTML, JAVASCRIPT] | As I currently work, I'm self-imposing a limited budget of under \$400 for this project & necessary costs. |



STATEMENT OF INTENT

SOFTWARE, EQUIPMENT AND SKILLS REQUIRED

| SOFTWARE & SKILLS | | | EQUIPMENT |
|--|--|--|---|
| Website <ul style="list-style-type: none"> • Canva • Blender • Adobe XD • Photoshop • illustrator • Lightroom • Dreamweaver • Extra Softwares <p>Programming: Html, CSS and Javascript, Designing and graphics: Software knowledge Website Features: animations, etc.</p> | Animation [2D/3D] <ul style="list-style-type: none"> • Blender • After Effects • Premiere pro • Unity • Unreal • Da Vinci resolve • Adobe animate • Procreate Dream <p>Animation Skills: Both 3D & 2D Software Skills</p> | Concept Art [Handrawn/Digital] <ul style="list-style-type: none"> • Procreate • Concepts • Adobe Photoshop • Adobe lightroom • canva <p>Digital Art: Shading, lighting, blending, etc. software Skills Details: Photo editing</p> | <ul style="list-style-type: none"> • Drawing Tablet • Glove • Drawing pen & nib • Macbook • PC • 2 TB Hard Drive • USBs • Sketch Book • Art Supplies • Ipad & Apple Pencil • Keyboard • Mouse • USB connector • Internet Connection |
| Game Trailer <ul style="list-style-type: none"> • Blender • After effects • premiere pro • da Vinci resolve • Procreate • Procreate dream • Adobe Animate <p>Software Skills, Animation, editing skills</p> | LightBoxes <ul style="list-style-type: none"> • Procreate • Concepts • Adobe Photoshop • Adobe lightroom • canva <p>Hard Skill: Laser cutting, etching, 3d printing, Software Skills: Modelling, LEDs and Electronics, paper</p> | Merch <ul style="list-style-type: none"> • Procreate • Concepts • Adobe Photoshop • Adobe Illustrator • Adobe lightroom • canva <p>Creating logos, mockups, merch designs, Software Skills</p> | |

LIMITATIONS

As with any project there are limitations, some limitation include:

| Limitations | Explanation |
|-----------------------|---|
| Time | The project can only be completed within a certain time frame. This time frame must be utilised efficiently and carefully to meet all success criteria. |
| Technical Limitations | I am limited by the quality of technology I have available and the speed for running programs. Thus I cannot maximise the quality settings, or overclock, and must save consistently because it would crash the programs. |
| Cost | As I currently work, I'm self-imposing a limited budget of under \$400 for this project & necessary costs. |
| Skill | I have experience within multiple softwares, but do need to learn more to complete this project which means I will need to learn a range of skills and software applications. |
| Other subjects | Due to studying six subjects in addition to Multimedia and having two other Major Works to complete, I will not be able to focus solely on this Major Work |
| Other commitments | Family, school, Extracurriculars, Co-curricular, work, sports and other commitments will take time away from this project |



STATEMENT OF INTENT



CRITERIA FOR SUCCESS

| Criteria for Success | Explanation |
|------------------------|--|
| Cohesive Website | A cohesive website work well together with all encompassing elements on the site. It is easy to navigate, the colours and text work together in harmony and follow the web design principals for accessibility and design . The elements add to the website and don't take away. |
| Professional & quality | The website could have been made by a major web development company. My research will help in determining a professional and quality website. This may influence such things as programming languages used, animations, lighting, fps, and software used. Additionally the website should be of high quality and professional website that mimics a real world company advertising their game. |
| Aesthetically Pleasing | The website is engaging and professional to scroll through with high quality elements. It doesn't cause eye strain and works in unity. The colour scheme is easily visible, and works consistently together, as well as the font colour and used. Additionally, the folio is nice to look at and read. |
| Techniques | Various techniques used across the different elements for animation, programming, design, development should be used to make the project interesting and of high quality. |
| Skills | Various skills developed and used throughout the project progression to add quality and professionalism to the projects outcome, learning new skills within a range of softwares to add to the website. |
| Time managed | The time for this project was effectively used and spent with no wasted time. The project was efficiently completed |
| Within Budget | The project was not costly and produced an engaging and professional result for minimal cost. As I have a minimal budget, I intend for this project to cost less than \$400. |
| Time Plan Followed | Whether the planning and time management for this Major Work was followed and whether the project was completed successfully and was of high quality. |



TIMEFRAME ALLOCATED

This project is a major work, so the timeframe allocated will be significantly longer. The timeframe allocated for the project has been from the start of October 2023 until June 2024 for the check-in and feedback on the project's progress. Then, the final due date is to Nesa on August 15th, 2024.

STATEMENT OF INTENT

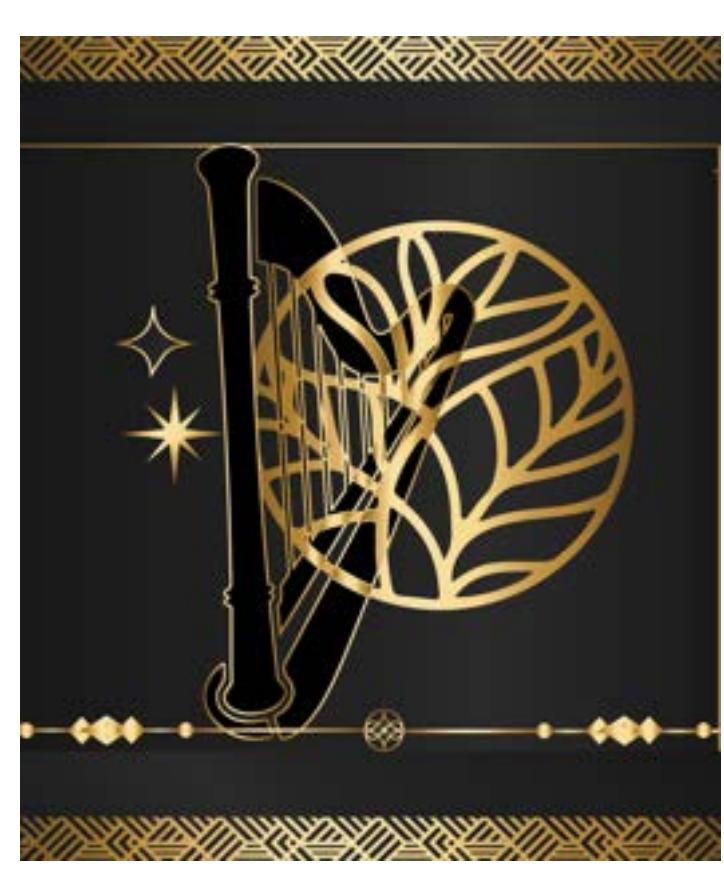
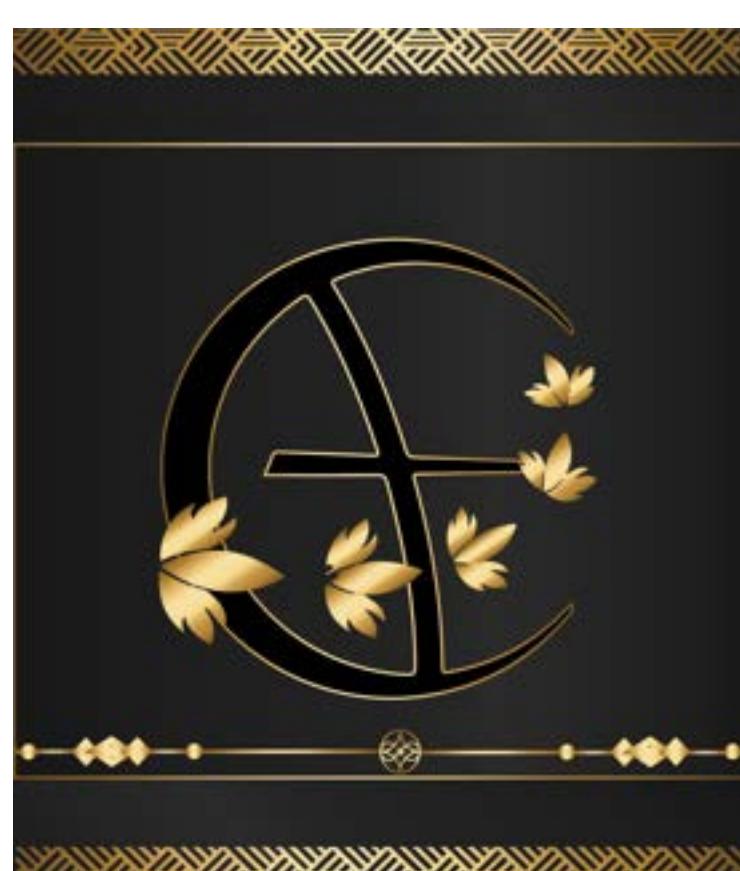
STATEMENT OF INTENT - MODIFICATIONS

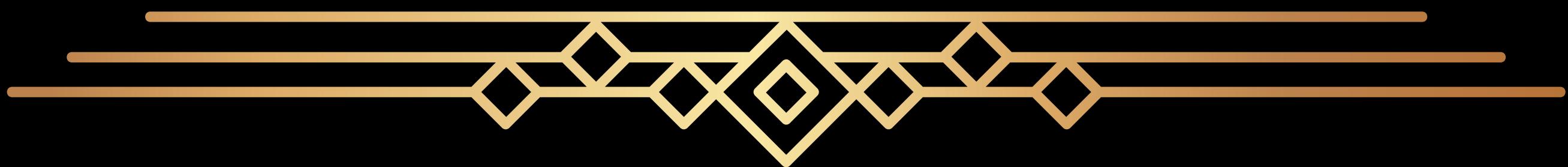
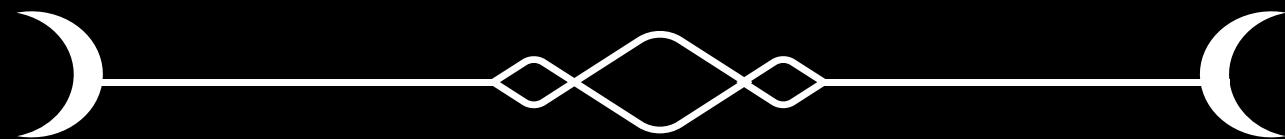
After returning from the 2023/2024 school holidays, I had finalised what elements I was going to include in my website. Other elements that weren't included were portfolio, game development, art book, social media, etc. As I progressed well with my project, I added elements but I wasn't too sure if I would get them done due to my extensive load during Year 12. These elements will allow me to demonstrate my skills further and should allow me to achieve a greater final product and, hopefully, a better mark. In addition to my website, I want Three Posters, some Digital Drawings, a Game Trailer and Light Boxes. These additions will assist me in rounding off my marketing campaign. I want to include high-resolution images and suitable text for the posters and incorporate my logo.

I intend to print and display the posters and also include them at the end of the folio. For the Digital Drawings, I want to create 5 drawings with extra information about the game and incorporate different poses, styles of the characters, environment and game. Then the game trailer I want to focus on the story of the game, to intrigue the viewers. I also want to include all the posters, digital drawings, the final game trailer, and other elements such as animation, etc., on the website. This website will nicely round off the marketing campaign as I can combine all the elements of my Major Project into one easily accessible place.

STATEMENT OF INTENT SUMMARY

For my Year 12 2023-2024 HSC Industrial Technology—Multimedia Course major project, I will create a comprehensive marketing campaign for the fictional game development studio Starfall Studios and their game "The Stardust Chronicles." My goal is to develop a professional website that showcases a range of multimedia elements, including high-resolution posters, five digital drawings of game characters and environments, a captivating game trailer, and visually striking light boxes. The project will cater to young adults and teenagers interested in gaming, art, and design, ensuring that the content is PG-rated for broad accessibility. Driven by a passion for technology and design, and inspired by figures like Jacksepticeye, I aim to enhance my skills in Adobe Suite applications and other tools like Blender. The project timeline spans from October 2023 to August 15, 2024, with a budget of \$400, and aims to deliver a high-quality, engaging website that effectively promotes the game and demonstrates my proficiency in multimedia production.



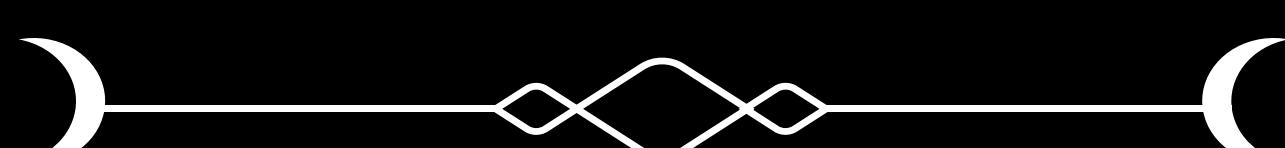
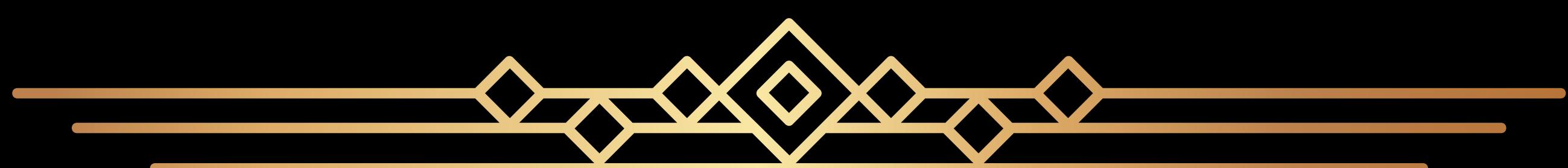


STARFALL

S T U D I O S



RESEARCH



Identification

Analysis

Video Editing Software

Adobe Premiere Pro



- One of the most popular video editing software.
- It uses a timeline to position clips and effects.
- Developed by Adobe as a successor to Adobe Premiere in 2003.
- The latest release of it is Adobe Premiere Pro 2024.
- There are thousands of tutorials online about the software.
- High-learning curve. Industry-standard software.
- Expensive at \$29.99/month, but for NSW Department of Education students, a licence is provided for free

Da Vinci Resolve



- It has over 2 million users from 150 different countries and regions.
- The application has colour grading, colour correction, visual effects, and audio post-production video effects
- The learning curve is less steep than Premiere Pro.
- Industry-standard software.
- There is a Free version and a paid version with a one-time payment of \$295
- There are thousands of tutorials online about the software.
- The free version has plenty of updates, features and effects

Adobe After Effects



- A motion graphics and digital effects editing software.
- It is mainly used in post-production to add effects, lower thirds and overlays.
- It has keying, compositing, animation, rotoscoping and tracking features.
- High-learning curve.
- Industry-standard software.
- Expensive at \$29.99/month, but for NSW Department of Education students, a licence is provided for free.

Media Encoder



- Adobe Media Encoder is an audio/video media processing program.
- It lets people convert files into other types of files.
- Useful as it doesn't have file size limited like online web converters.
- Free to use as the Department of Education provides me with a licence.

SELECTION & JUSTIFICATION OF VIDEO EDITING SOFTWARE

I will use a mixture of Adobe Premiere Pro, Da Vinci Resolve and Adobe After Effects, as these three programs provide ample flexibility and features to create and design animations, etc. I intend. I am also very familiar with these three programs, and thus, the learning curve of new effects and transitions will not be as steep as using a new software, which I have no personal experience with. Premiere Pro and After Effects also link together, creating an effective workflow where changes to the footage in After Effects will appear in Premiere Pro, whilst da Vinci can add the final effects, and the media encoder can export my creations. As a NSW Department of Education student, a free licence is provided for both Premiere Pro and After Effects, and there is a free license for da Vinci Resolve, which will help me keep to my \$400 budget.

Identification

Analysis

Image Editing Software

Adobe Illustrator

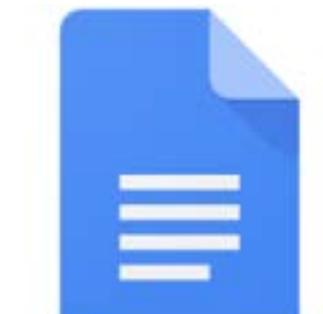


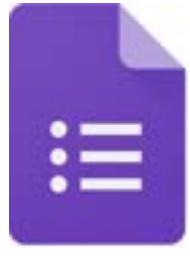
- Vector graphics editor released in 1985.
- It is a piece of industry-standard software.
- Used for making vector images like logos.
- Vector images and graphics are made of points, lines, shapes, and curves based on mathematical formulas.
- They can be scaled up or down while maintaining image quality.
- Expensive at \$29.99/month, but for NSW Department of Education students, a licence is provided for free

| | |
|---|--|
| Adobe Photoshop  | <ul style="list-style-type: none"> • It is a raster graphics created in 1987. • It is industry-standard software for editing images. • It differs from Adobe Illustrator as it works with raster (bitmap) images instead of vector images. • Raster images display the information of the image in pixels and can't be scaled up without causing pixelation. • It is useful for modifying images and making image compositions with text, such as posters and advertisements. • It is expensive at \$29.99/month, but a licence is provided for free for NSW Department of Education students. |
| Adobe Lightroom  | <ul style="list-style-type: none"> • Adobe Lightroom is an image organisation processing software. • Industry standard for professional photographers. • Can bulk edit images before taking them into Photoshop for final touches. • Great for colour grading. • Lightroom plan with 1 TB of online storage costs \$14.29/month. • I can access the application without the 1TB storage component for free with the NSW Department of Education. |

SELECTION & JUSTIFICATION OF IMAGE EDITING SOFTWARE

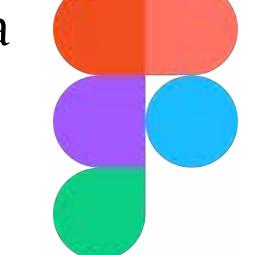
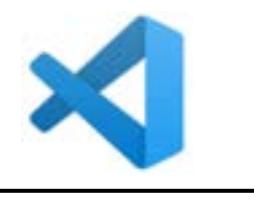
As all three programs serve different functions in image editing, I will most likely use all three in my major project. I will use Adobe Illustrator as this program has all the features I need to create 2D/3D vectors and bitmap versions of my logo and graphics within the website, posters, etc. Further, I will use Adobe Lightroom to colour-correct the images for the posters, images, and necessary graphics I will make. Lastly, I will take the exported Lightroom photo to Adobe Photoshop to add some text, edit my logo, and do some final touches. As a NSW Department of Education student, a licence is provided for all these programs for free, which will help me keep to my \$400 budget

| Identification | Analysis | Text Processing Software |
|---|---|--------------------------|
| Adobe Indesign  | <ul style="list-style-type: none"> • Adobe InDesign is a desktop publishing and page layout designing software. • It was released in 1999. • It can be used to create folios, books, posters, flyers, brochures and magazines. • Has very useful styles feature to create consistent formatting. • It is a piece of industry-standard software. • Advanced printing features like bleed settings. • There is a small but noticeable learning curve. • Expensive at \$29.99/month, but for NSW Department of Education students, a licence is provided for free. | |
| Canva  | <ul style="list-style-type: none"> • Canva is an online design tool • simple to use and free to use, premium is already available with my school email • Good for creating professional-looking posters, slideshows, images, event flyers, resumes, cards, certificates, infographics, and other media • Designs can be put together quickly and seamlessly | |
| Google Docs  | <ul style="list-style-type: none"> • Online word processor released in 2006. • Simple to use and free to use, as I already have a Google Account with my school email • Good for writing draft copies before taking them into more advanced software. • Useful spell-checking and grammar-checking features. • Limited formatting features, which can be an issue for more advanced designs. • Fewer features than Microsoft Word. • Limited printing features. | |
| Microsoft Word  | <ul style="list-style-type: none"> • Word is an offline word processor released in 1983 by Microsoft. • Advanced spelling and grammar, in-app learning tips, and more than 20 languages • Has many more features than Google Docs. • It can be used to create advanced layouts. • Offers dictation and transcriptions. • It is expensive at \$11/month, but a licence is provided for free for NSW Department of Education students | |

| | |
|--|--|
| Google Forms  | <ul style="list-style-type: none"> Simple to use and free to use, as I already have a Google Account with my school email Useful survey and quiz creator that can be dispersed across a group of people quite quickly Online creator and survey processor released in 2006. Good for creating survey, and quiz drafts before taking them into more advanced software |
| Google Slides  | <ul style="list-style-type: none"> Simple to use and free to use, as I already have a Google Account with my school email Fewer features than Microsoft PowerPoint Useful spell-checking and grammar-checking features and integrations Limited formatting features, which can be an issue for more advanced designs. Online presentation and word processor released in 2006. Good for writing draft copies of presentations before taking them into more advanced software. Limited formatting features, which can be an issue for more advanced presentations. |
| Google Sheets  | <ul style="list-style-type: none"> Simple to use and free to use, as I already have a Google Account with my school email Online database and processor released in 2006. Fewer features than Microsoft Excel Good for creating time sheets and Gantt charts drafts before taking them into more advanced software. Useful formulas, charts, and organisation of data and integration. |

SELECTION & JUSTIFICATION OF TEXT PROCESSORS

All software is very useful for word processing, drafting and creating databases, surveys, and presentations. I have decided to use Google Docs for the first draft of my Major Project's folio component and then Adobe InDesign for the final design and printing of the folio. This will let me use the spell check and grammar check features of Google Docs and know that I have grammatically correct information when copying into Adobe InDesign and Canva. Furthermore, I create my time plan using Google Sheets, process journals on Google Slides and peer review using Google Forms. Google Docs, Slides, Forms, and Sheets are also easy to access on any computer, and I do not need to worry about forgetting to save. Adobe InDesign and Canva have all the formatting features I need to design and create the folio and numerous templates that I can use to speed up creation.

| Identification | Analysis | Website Development Software |
|---|--|------------------------------|
| Adobe Xd  | <ul style="list-style-type: none"> Adobe Xd is an designing user interface and wireframe application processing software. Industry standard for professional UI/UX developers Can bulk create pages, wireframes and final designs. Great for organising websites, application and user interfaces designs. its expensive at \$54.99/month but I can access the application for free with the NSW Department of Education. | |
| Dreamweaver  | <ul style="list-style-type: none"> It's expensive at \$32.99/month, but I can access the application for free through the NSW Department of Education. Industry-standard for professional web development Great for creating, developing and publishing websites with integration Adobe Dreamweaver is a proprietary web development tool from Adobe. | |
| Figma  | <ul style="list-style-type: none"> Figma is a collaborative web application for interface design Can bulk create pages, wireframes and final designs of websites, application and other digital products. Great for sharing, and testing designs for websites, mobile apps, and other digital products | |
| Visual Studio Code  | <ul style="list-style-type: none"> Visual Studio Code (VS) is a free source-code editor. It allows users to easily create and edit code documents. It has helpful features like support for debugging, syntax highlighting and intelligent code completion. | |
| Spline  | <ul style="list-style-type: none"> Creates 3D objects, edit materials, add interactivity, and export effectively. It has helpful features like support, tutorials, guidance and accessible animation and modeling tools Spline is a animation, 3d/2d modelling online software | |

I will use Adobe XD and Dreamweaver as they have all the features I want, and most are free to use. I will use these to model, create animations, and develop my website from start to finish. Adobe XD will help design the website's layout, organisation, colouring, and comprising elements. Dreamweaver will help to code the website and organise the publication process, as well as all the available tutorials. Additionally, there are many tutorials on YouTube that I can follow to create the best outcomes possible for this project. Further, the real-time website development of Dreamweaver will greatly assist me as I desire to create a realistic and professional-looking website and the benefits of having a consistent vision on the progression of my website. Visual Studio, Figma and Spline whilst a beneficial softwares to code, design and create, I prefer Dreamweaver, and others softwares due to the ease of file set up and organisation. As well needing to learn more softwares

| Identification | Analysis | Animation Software |
|---|--|--------------------|
| Blender  | <ul style="list-style-type: none"> • In-depth 3D modelling software. • Has good animation functionality, but the lighting is not the most realistic can do both 2D/3D animation. • Open source. • Free to download with no account requirements. • The free application of choice for 3D modelling for almost three decades by many creators. | |
| Adobe Animate  | <ul style="list-style-type: none"> • Adobe Animate is a multimedia authoring and computer animation program • its expensive at \$22/month but I can access the application for free with the NSW Department of Education. • Animate is used to design vector graphics and animation for television series, online animation, websites, web applications, rich web applications, game development, commercials, and other interactive projects • It was released in 1996. | |
| Procreate  | <ul style="list-style-type: none"> • Procreate is a raster graphics editor app for digital painting, animation and graphic design • Industry Standard tools from the portability of your devices • One time purchase of \$20, but I can access the application for free with the school. • Steep learning curve, but less than the ADOBE suite | |
| Procreate Dreams  | <ul style="list-style-type: none"> • Procreate Dreams is an animation app packed with powerful tools that anyone can use. • One time purchase of \$20, Its quite cheap and affordable • Its in early development, so it still lacks of lots features to other animation and motion design applications • Steep learning curve, but less than the ADOBE suite | |
| Krita  | <ul style="list-style-type: none"> • Krita is a free and open-source raster graphics editor designed primarily for digital art and 2D animation • Industry Standard tools and materials available through the program • Beginner friendly, quite simple to use and accessible to a range of skill levels. | |

 **SELECTION & JUSTIFICATION OF 3D MODELLING, DESIGN & ANIMATION SOFTWARE** 

If I have time I will use Blender, Procreate and ADOBE Animate as they have all the features I want and are free to use. Additionally, there are many tutorials on YouTube that I can follow for this software. Blender is perfect for rendering and creating 2d and 3d animations to be placed within the website to add an extra level to the website. Procreate will be used for the posters that will be added to the website. ADOBE animation will work transferable within ADOBE After Effects, which will benefit website sections requiring detailed animations of professional quality. Procreate dreams due to the steep learning curve, and it is relatively new and foreign to me. Even though I have used Procreate for years, I won't be using the software for this project. Krita, will also not be used as it a relatively new software to me.



TOOLS & EQUIPMENT

| Identification | Analysis | Tools & Equipment |
|--|---|-------------------|
| Macbook Air  | <ul style="list-style-type: none"> • Apple M2 Chip • 8GB of Memory • MacOs Sonoma 14.1.1 • Macbook Air 2022 Version • 8-core GPU • 256GB SSD • Built In Applications | |
| PC  | <ul style="list-style-type: none"> • Intel(R) Core(TM) i5-4590 CPU @3.30GHZ 3.30 GHZ • 16.0 RAM • 4TB of SSD • Windows 10 • Two displays screen gives a lot of screen real estate. | |
| Iphone 14 Pro Max  | <ul style="list-style-type: none"> • 256 GB • 6.7-inch (diagonal) all-screen OLED display • A16 Bionic chip • 6-core CPU with 2 performance and 4 efficiency cores • 5-core GPU • 4K video recording at 24 fps, 25 fps, 30 fps, or 60 fps • 1080p HD video recording at 25 fps, 30 fps, or 60 fps • Pro camera system | |
| Input Devices  | <ul style="list-style-type: none"> • Mechanical keyboard • RGB • Large and smooth movement • quick inputs and outputs | |

SELECTION & JUSTIFICATION OF EQUIPMENT & TOOLS

I will use the Macbook Air and my personal PC as they are the most powerful computers I can access, and will hopefully have more than enough power to complete this project. I will use the MacBook due to its portability, and the PC will be used at home for tasks requiring more power. The Input devices will help me use all the software and applications I need to complete this project. I won't necessarily need the iPhone 14 pro max because I am not doing any filming and I would use a higher quality camera if I was.

COMPONENTS

| Identification | Analysis | Programming Languages |
|---|---|-----------------------|
| HTML  | <ul style="list-style-type: none"> • HTML stands for Hyper-Text Markup Language. • It is the standard markup language used worldwide. • HTML describes the structure of a web page essentially telling the browser how to display the content. • Free and easy to use. | |
| CSS  | <ul style="list-style-type: none"> • CSS stands for Cascading Style Sheets. • It is a style sheet language. • It is used for describing the presentation of a document written in a markup language such as HTML or XML. • It is free to use and write in and there are many tutorials and help guides online | |



- JS stands for Javascript.
- It is a programming language.
- It is an programming language used by web developers to make websites interactive.
- Free to use and 98.7% of all website use some form of JavaScript.

SELECTION & JUSTIFICATION OF PROGRAMMING LANGAUGES

I will use all three languages as it would be impossible to make the website I want to make without all three. As I have more experience with HTML and CSS than with JS, I will mainly use them for my website. All the languages are free to use, and as they are three of the most widely known programming languages, I can easily find tutorials and get help if I am ever stuck.

| Identification | Analysis | Frame Rates |
|----------------|--|-------------|
| 60fps | <ul style="list-style-type: none"> • Recording at 60 FPS provides the ability to slow down the footage without noticeable stuttering. • It has less blur and a smoother overall picture. • Great for sports and fast-moving footage. • The recommended minimum frame rate for video games. | |
| 30 FPS | <ul style="list-style-type: none"> • See more detail in scenes with high motion than in 24FPS. • It might look unnatural. • Typically used in soap operas. • the minimum frame rate that is considered playable for almost all games | |
| 24 FPS | <ul style="list-style-type: none"> • Commonly used in cinematic films, animation and movies. • It provides a life-like atmosphere. • It has a slight motion blur. • 24 FPS cannot be slowed down for slow-motion scenes without noticeable stuttering or adding frames using AI software. | |

SELECTION & JUSTIFICATION OF FRAME RATES

I will use 24 FPS as it is what is used in most animations, movies, etc. It provides a life-like atmosphere and has a slight motion blur, which I want for the animations and game trailer. As 30 FPS and 60 FPS movies look unnatural and are more intended for faster-moving scenes like sports and soap operas, this is not ideal for this project. Moreover, one of my criteria for success is a professional experience in the world of this game, and almost all cinematic experiences are in 24 FPS; however, if I am looking for a slow-motion shot, I may need to use a much higher FPS.

| Identification | Analysis | Video/graphic Formats |
|----------------|--|-----------------------|
| Ai | <ul style="list-style-type: none"> • Standing for Adobe Illustrator Artwork • AI is a vector graphic format developed by Adobe Systems. • It was introduced in 1987 alongside the launch of Adobe Illustrator. • AI files are used for creating and editing scalable graphics, such as logos and illustrations, and are compatible with other Adobe Creative Cloud applications. | |

| | |
|------|---|
| Psd | <ul style="list-style-type: none"> Standing for Photoshop Document, PSD is the native file format for Adobe Photoshop. It was developed by Adobe Systems and first introduced in February 1990. PSD files support multiple layers and various imaging options, making them ideal for complex graphics editing. Widely used in the graphic design and photography industries, PSD files are compatible with most Adobe software. |
| Png | <ul style="list-style-type: none"> Standing for Portable Network Graphics PNG is a raster graphics file format that supports lossless data compression. Released in October 1996, PNG was developed as an improved, non-patented replacement for GIF. It is widely used for web graphics due to its support for transparency and ability to handle complex images without losing quality. |
| Jpeg | <ul style="list-style-type: none"> Standing for Joint Photographic Experts Group, JPEG is a commonly used method of lossy compression for digital images. Introduced in 1992, JPEG files reduce file size by selectively discarding data, which can result in a loss of quality. Despite this, JPEG remains one of the most popular image formats due to its balance of quality and file size, supported by almost all image viewing and editing software. |
| MP4 | <ul style="list-style-type: none"> Standing for MPEG-4 Part 14, MP4 is one of the most commonly used video formats. It was released in October 2001 by the International Organisation for Standardisation. It supports streaming over the internet. Supported by almost every single video player program. |
| MP3 | <ul style="list-style-type: none"> Standing for MPEG-1 Audio Layer 3 widely used audio format for compressing sound sequences into small file sizes while maintaining high audio quality. Introduced by the Moving Picture Experts Group in 1993, MP3 revolutionized digital music distribution. It is supported by virtually all audio playback devices and software. |
| PDF | <ul style="list-style-type: none"> Standing for Portable Document Format, PDF is a versatile file format created by Adobe Systems in 1993. PDFs are designed to present documents consistently across various devices and platforms. They can include text, images, and interactive elements like forms and hyperlinks. PDF files are widely used for sharing and printing documents securely and reliably. |
| SVG | <ul style="list-style-type: none"> Standing for Scalable Vector Graphics, SVG is a vector image format based on XML. Developed by the World Wide Web Consortium (W3C) and first released in September 2001. SVG files are used to create graphics that can be scaled to any size without losing quality. It is ideal for web use, as it supports interactivity and animation. |

SELECTION & JUSTIFICATION OF VIDEO/GRAFIC FORMATS

I will export my video footage and animations in MP4. I will be exporting the UE5 AVI footage as MP4 files are used using Adobe Media Encoder because MP4 files are smaller and easier to work with in Adobe Premiere Pro. I will export my final completed video as MP4 because most publishing sites recommend MP4 over other options as it is an international standard. Graphics, and posters will be in PNG, JPEG, and SVG format. PDF for my folio and necessary files for the major work. Then MP3 in audio files due to their small size. Then, PSD and AI files to save the necessary graphics and digital products created within Photoshop and Illustrator.

Identification
Analysis
Extra processes / Components

| | |
|--|---|
| Animations, Designing, Modelling, Effects | <ul style="list-style-type: none"> Animations: Critical for bringing static images to life, enhancing storytelling, and engaging the audience. Designing: Fundamental for creating visually appealing and functional layouts; involves color theory, typography, and user experience considerations. Modelling: Essential in 3D design and animation; involves creating digital representations of objects or characters. Effects: Important for adding visual interest and realism; includes techniques like particle effects, simulations, and compositing. |
| Video Effects/Transitions/Editing | <ul style="list-style-type: none"> Video Effects: Enhance the visual narrative by adding creative elements like filters, overlays, and special effects. Transitions: Smoothly connect different shots, maintaining the flow and continuity of the video. Editing: The process of cutting, arranging, and refining video footage to create a cohesive and engaging final product. |
| Music /Audio Effects | <ul style="list-style-type: none"> Music: Sets the tone and mood of the project; can evoke emotions and complement the visual elements. Audio Effects: Enhance the auditory experience by adding depth and realism; includes sound effects, reverb, and voice modulation. If this is used. |
| Coding, development | <ul style="list-style-type: none"> Coding: Integral for developing custom software solutions, interactive media, and automating repetitive tasks. Development: Involves the entire process of creating software, from initial concept to deployment and maintenance. |
| Software operation | <ul style="list-style-type: none"> Software Operation: Requires proficiency in using various software tools essential for design, animation, and production. |
| sketching, idea generation and production drawings | <ul style="list-style-type: none"> Sketching: A quick and flexible way to visualize concepts and brainstorm ideas. Idea Generation: Crucial for developing creative solutions and innovative projects; involves brainstorming and creative thinking techniques. Production Drawings: Detailed technical drawings that guide the production process, ensuring accuracy and consistency in the final product. |
| Production | <ul style="list-style-type: none"> Pre-Production: Planning and organizing phase; includes scriptwriting, storyboarding, and scheduling. Production: The execution phase where the actual creation takes place; involves filming, recording, and building. Post-Production: Finalizing the project; includes editing, adding effects, and preparing the deliverables for distribution. |


SELECTION & JUSTIFICATION OF PROCESSES


All these processes must be used for a cohesive and effective advertisement campaign for this major work. As the website will incorporate all aspects, using numerous processes to create the best effect and the most professional game advertisement website

Identification

Analysis

| | |
|---------------------------------|--|
| Stock Footage/Graphics/Elements | <ul style="list-style-type: none"> Stock Footage: Useful for filling in gaps where specific video clips cannot be feasibly recorded within the allocated time frame or with the available resources. Stock Graphics/Photos: Handy for when custom graphic design elements are needed but can't be created from scratch due to time or skill constraints. Stock Elements: Essential for adding pre-made design elements like icons, overlays, and animations, saving significant time and effort in the design process. There are numerous websites offering stock footage, graphics, and elements that can be utilised to enhance creative projects. |
| Audio/Music Libraries | <ul style="list-style-type: none"> There are many audio and music libraries available online that provide a wide range of sounds and music tracks for use in various projects. Audio Libraries: Ideal for sourcing sound effects that are difficult or time-consuming to create, ensuring high-quality audio production. Music Libraries: Helpful for finding background music or theme tracks that enhance the mood and tone of a project, especially when custom composition is not feasible within the given time frame. |
| Packages/Plugins/Assets | <ul style="list-style-type: none"> Numerous packages, plugins, and assets can be found online to extend the functionality and improve the efficiency of creative software. Packages: Comprehensive sets of tools and resources bundled together to streamline workflow and enhance productivity in creative projects. Plugins: Software add-ons that provide additional features and capabilities to existing programs, solving specific problems or adding desired functionality. Assets: Pre-made components, such as 3D models, textures, and templates, that can be integrated into projects to save time and effort in the creation process. |

SELECTION & JUSTIFICATION OF RESOURCES

I might use Stock Footage/Graphics/Elements to fill in any gaps in the website if needed; however, I will try my best to do everything myself. Further, I might use audio libraries for my sound design as audio is quite time-consuming to make and gather. Potentially, I might use some plugins for animations, packages and assets for scenes.

HOW WILL I INVESTIGATE THESE AREAS

I would utilize a comprehensive combination of research methods tailored to each category to investigate these areas effectively. Internet research would involve searching for current trends, scholarly articles, and practical guides relevant to my project. Engaging with industry experts and studying the major works of Band 6 recipients would provide invaluable insights through interviews, case studies, and analysis of their portfolios. Reviewing previous designs and examples would allow me to gather inspiration and understand successful design principles and techniques. YouTube tutorials offer practical demonstrations and step-by-step guides on specific skills and software applications, complemented by comprehensive Adobe tutorials for in-depth learning and skill development across Adobe's suite of creative tools. Integrating these methods ensures a well-rounded and comprehensive approach to investigating and incorporating diverse perspectives and expertise into my projects.

Research Method

Description

Application

| Research Method | Description | Application |
|--|---|--|
| Internet Research | Internet research involves using online resources to gather information on various topics. It provides access to a vast array of data, articles, and expert opinions, enabling thorough and up-to-date research. This method is essential for finding accurate and diverse information quickly and efficiently. | New and interesting Information and techniques that I find online in articles and documents will play a role in my major work and allow me to use tools that I haven't used in previous projects and expand my knowledge in the website creation space. |
| Industry experts / Band 6 recipients (Major works) | Industry experts and Band 6 recipients of major works provide valuable insights and high standards of excellence. Their expertise and exemplary projects serve as benchmarks and inspiration, offering guidance and best practices to achieve top-quality results in the major work | Information gathered from industry experts will be applied directly to my project, in the hopes that new techniques and tips will be useful within my major work. Asking experts and previous band 6 recipients will allow me to focus on certain aspects of my booklet and project, and see what I need to spend more time working on to achieve a good mark. |
| Previous designs & Examples | Previous designs and examples serve as valuable references for inspiration and guidance. They showcase past work, illustrating successful techniques and styles that can inform and enhance new projects. By studying these examples, designers can learn from established practices and innovate within their own work. | Creating a small pros and cons list of previous works can help me identify just what needs improving, and I can then go off and research how to do it better and more efficiently for my major work. |
| Youtube tutorials | YouTube tutorials provide accessible and diverse learning resources for mastering various skills and topics. They offer video guides, practical demonstrations, and step-by-step instructions across a wide range of subjects. These tutorials are ideal for visual learners, making it easy to follow along and apply new techniques in real-time. | Using these tutorials, I will gain a keen insight into techniques and skills, and what steps need to be taken to achieve this. This knowledge will then be applied to my major work and I will incorporate these techniques where necessary. |
| Adobe Tutorials | Adobe tutorials are designed to help users master Adobe's creative software, catering to all skill levels. They offer step-by-step guides, video content, and interactive exercises across various tools like Photoshop, Illustrator, and Premiere Pro. By simplifying complex processes, these tutorials make it easier for users to learn and apply new techniques, enhancing their proficiency and creativity. | When watching HelpX tutorials, I will be able to gain a better understanding of the more advanced techniques found in each piece of software, and in turn expand my skill set and improve my overall major work |

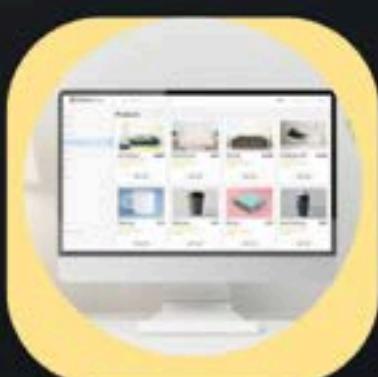
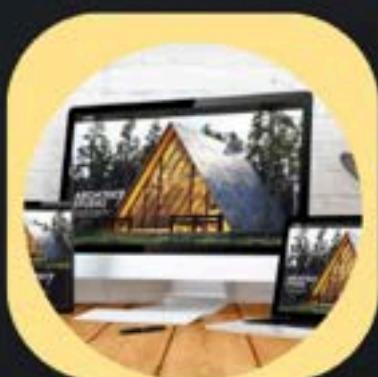
SELECTION & JUSTIFICATION

All research methods will need to be used for the best outcome to make that this major work achieves the highest possible band with these diverse methods, I should be able to can a range of advice and help to create the best possible project and achieve the best mark possible



WHAT ARE THE GUIDELINES FOR MY PROJECT

- Homepage Introduction
- Website Pages
- Navigation
- Multimedia Showcase
- Interactive Elements
- Development Insights
- Storytelling Hub:
- Skill Showcase
- Element Exploration:
- Community Interaction:
- Responsive Design:
- Accessibility:
- Feedback Mechanism:
- Features



WHAT DO I NEED TO RESEARCH

Merch:

- - Merchandising options and platforms.
- - Design principles for merchandise [logos, designs etc.].
- - Examples of successful game merchandise.
- - Specialty areas within merchandising (design, production, etc.).



Game Trailer:

- - Effective game trailer elements and structure.
- - Video editing software and techniques.
- - Examples of impactful game trailers.
- - Specialty areas within trailer creation (editing, sound design, etc.).



User Experience (UX):

- - UX principles for website design.
- - Programming in web development
- - Navigation and accessibility best practices.
- - Examples of user-friendly game-related websites.
- - Specialty areas within UX design (navigation, accessibility, elements etc.).



Lightboxes:

- - Types of lightboxes and their applications.
- - Lighting techniques for visual impact.
- - Investigate:
- - Examples of lightboxes in game-related art.
- - Specialty areas within lightbox art (composition, Leds, Shape, lighting, etc.).



Animation [2D & 3D]

- Animation software and tools for both 2D and 3D animation.
- Techniques for conveying emotions and storytelling through animation.
- Examples of successful game animations and their impact on player engagement.
- Specialty areas in animation (character animation, environment animation, etc.).



Concept Art [Hand-drawn/Digital]:

- - Traditional hand-drawn concept art techniques and tools.
- - Digital concept art software and workflows.
- - Examples of concept art in successful games and their role in visual development.
- - Specialty areas in concept art (character design, environment design, etc.).



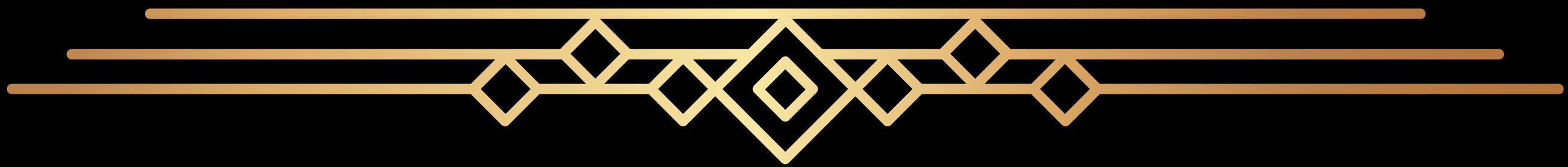
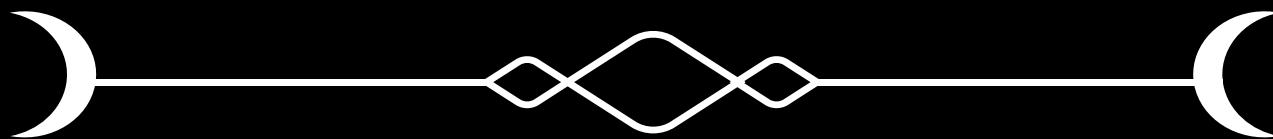
Guide/Art/Story Book Ebook/Printed Book:

- - Ebook and print book publishing platforms.
- - Writing and formatting techniques for guides and books.
- - Successful examples of game-related guides and books.
- - Specialty areas within writing and publishing (formatting, storytelling, etc.).



ONGOING EVALUATION OF RESEARCH

This Research will Be Important to make my project more robust and to zone in on a few things to do substantially well in those few areas which ended up being a one-page website, graphical design, Animation, and 5 posters for a marketing campaign for the studio and the game. I was very ambitious at the start of the process. However, I am proud of my accomplishments within this project and am glad I cut down on the amount I was trying to accomplish.



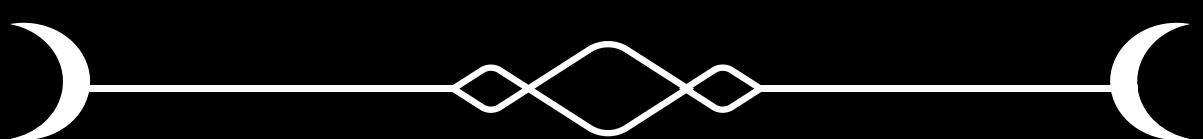
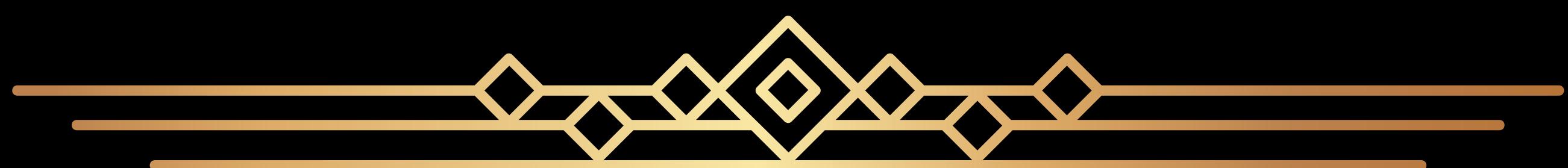
STARFALL

S T U D I O S



Development of Ideas

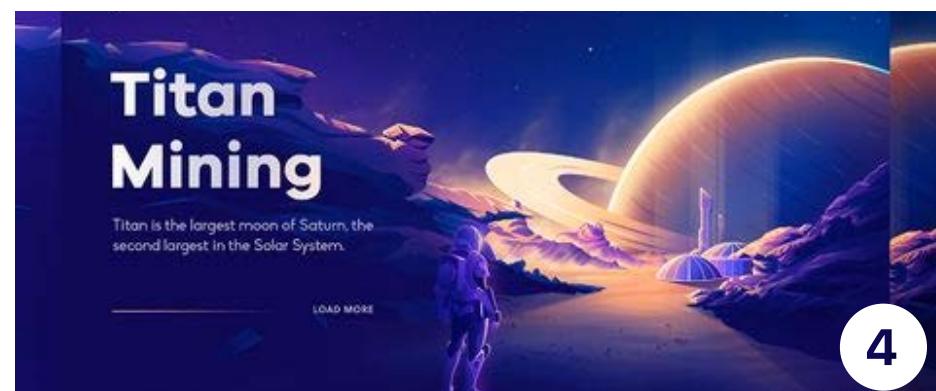
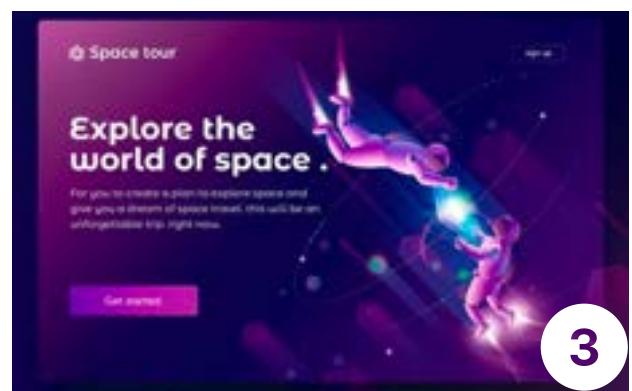
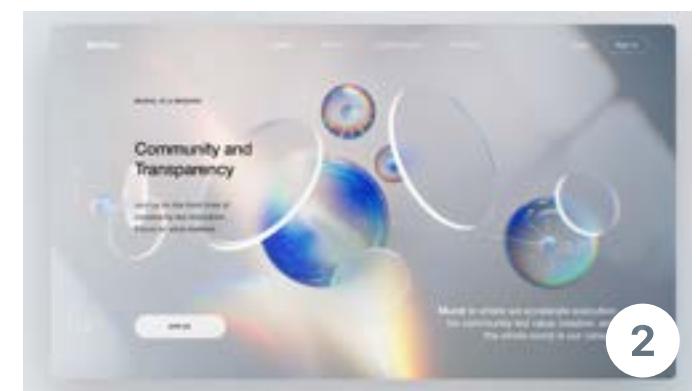
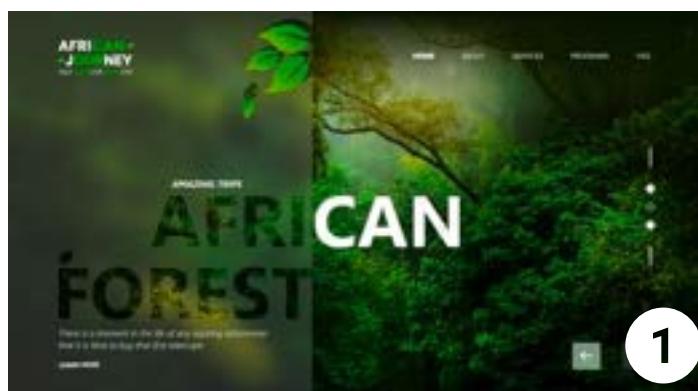
Idea Generation





WEBSITE INSPIRATION

Dribble, Pinterest, Instagram:



Positive

- Masking
- Interactive Elements
- 3D & 2D animation
- Cohesive websites
- Colour Scheme kept the same

Negative

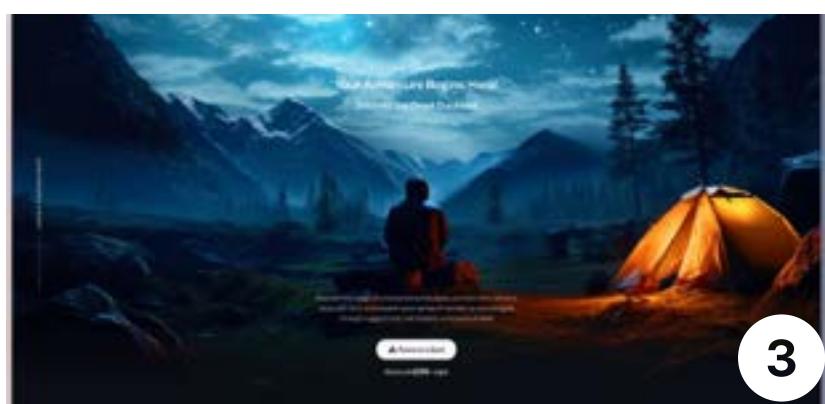
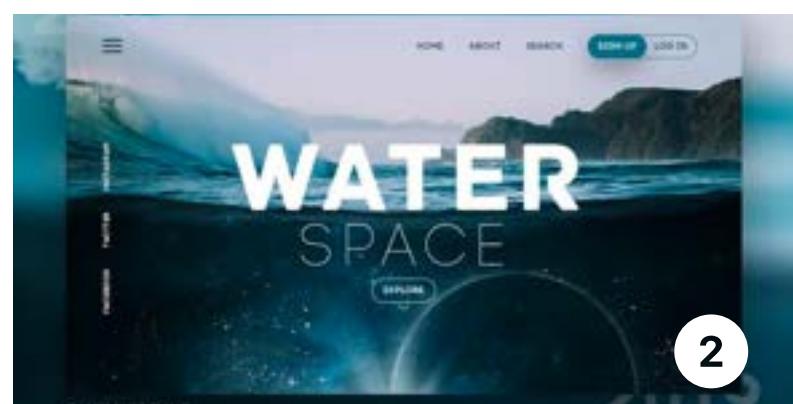
- Similar layout and style of website
- The Navigation isn't complex, not aligning with my goals for that section
- There is minimal interesting layout choices

Interesting

- The masking technique creates an in depth effect
- some of websites used spline for the 3d animations

EVALUATION

I am inspired by the professionalism and beauty of these websites which were created in Visual Studio code/Dreamweaver. I want to try and incorporate many of the techniques in the websites used here in my website. I also want to implement in my website many of the transitions and animation frames per second (FPS). I haven't coded a website for a few years before, so there will be a steep learning curve to remind myself of the basics and advanced skills.



Positive

- Unique Layout and organisation of elements
- Advanced programming skills used to create interest and depth

Negative

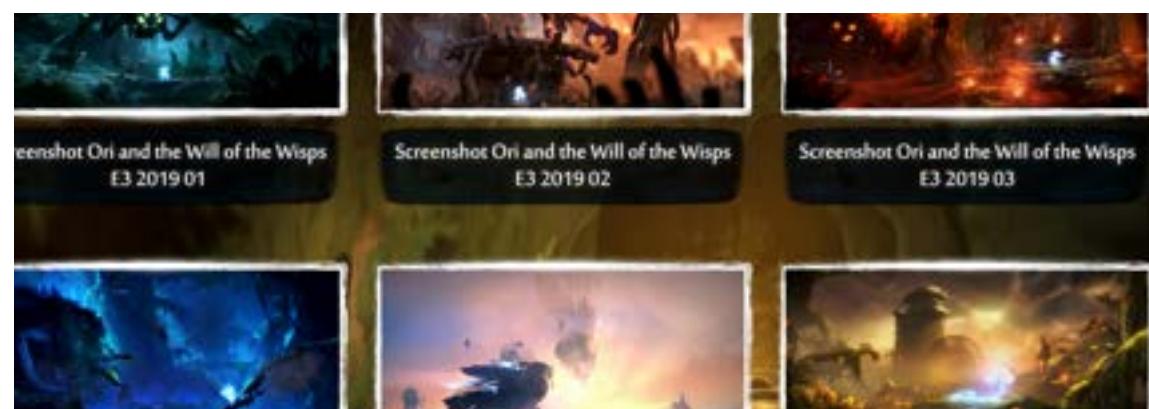
- Some of the UI and GUI elements are not easily visible which can affect the potential usage of the website
- The websites also used very little graphical design elements to add even more to the sites

Interesting

- 3d elements have been used for the user to interact and use the website as a connection to a game.
- Uses software that I can use and Plugins

EVALUATION

The capabilities of coding within web development are showcased brilliantly on these websites as the majority of each site was entirely animated. I want my website to be as professional as these websites so that it looks almost indistinguishable from professional game development companies that are currently developing and selling these types of projects



Positive

Negative

Interesting

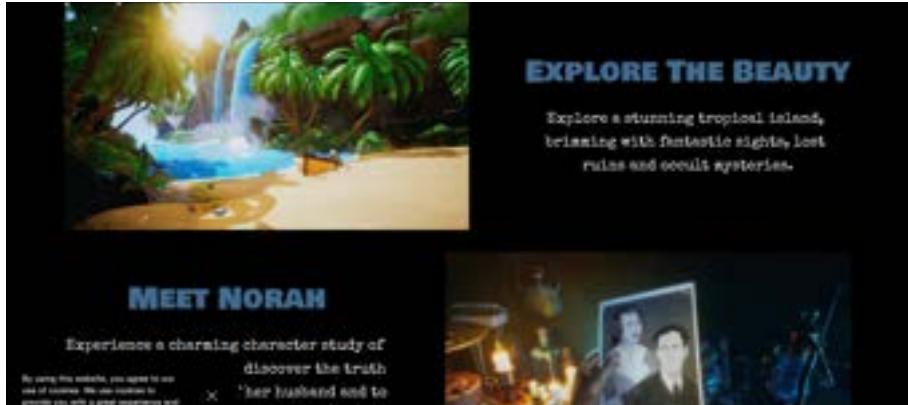
- effectively demonstrates the brand and game
- Unique Layout and colour scheme that works

- Looks a bit messy and unorganised in some spots
- some information isn't clear for the user and the navigation is a bit wacky

- The game is 2D scroll game and is made by an indie game company.
- The software used are mainly animation based.
- parallax scroll

EVALUATION

This website is an example of what a fully developed game development company's campaign is. I want my website to be as highly detailed and cohesive as this website if possible due to the numerous constraints on my project. The design and visual effects are also amazing such as the parallax scroll



Positive

Negative

Interesting

- stunning use of colours the bright contrast against the black.
- organised layout
- unique styling

- I couldn't think of any negatives all around I thought this website was significantly done well, specially for a game that release only two years ago.

- The animations [Are unique and interactive]
- clear typography, and comic book like appearance of the website.

EVALUATION

This website is an example of what a fully developed game development company's campaign is. I want my website to be as highly detailed and cohesive as this website if possible due to the numerous constraints on my project. The design and visual effects are also amazing such as the interactive books, and other elements that allow users to delve into the story and the game overall.

ADDITIONAL WEBSITE INSPIRATION

I researched a variety of different website advertisements made with a range of software and resources. I created PMI (Positive Minus and Negative) charts for each website inspiration that stood out to me however due to folio page limitations I have decided to only briefly mention some of them. Overall these websites take a similar but unique approach to brand advertising and game development/product creation. Each video has various shots and camera angles alike to each other as well as similar transitions to the ones researched earlier. These websites provided me with various ideas about what I could do for this major project. with all links provided in the bibliography located on Page 69.

COMMONALITIES

- 2D Animation: Incorporate 2D animation elements to enhance visual appeal and engagement.
- Custom Logo: Design and integrate a unique logo for the website.
- Smooth Transitions: Implement seamless transitions between different sections of the site.
- Student Number: Embed titles with my student number into various parts of the website.
- Disclaimers: Include disclaimers at the bottom of relevant sections, following standard advertising practices.
- Professional Appeal and Technical Achievement: Ensure all visual elements are finished and completed.
- Statement of Intent: Align the design with the goals outlined in the Statement of Intent.

IDEA 1 : BRAND FOCUSED WEBSITE: GAME DEVELOPMENT COMPANY

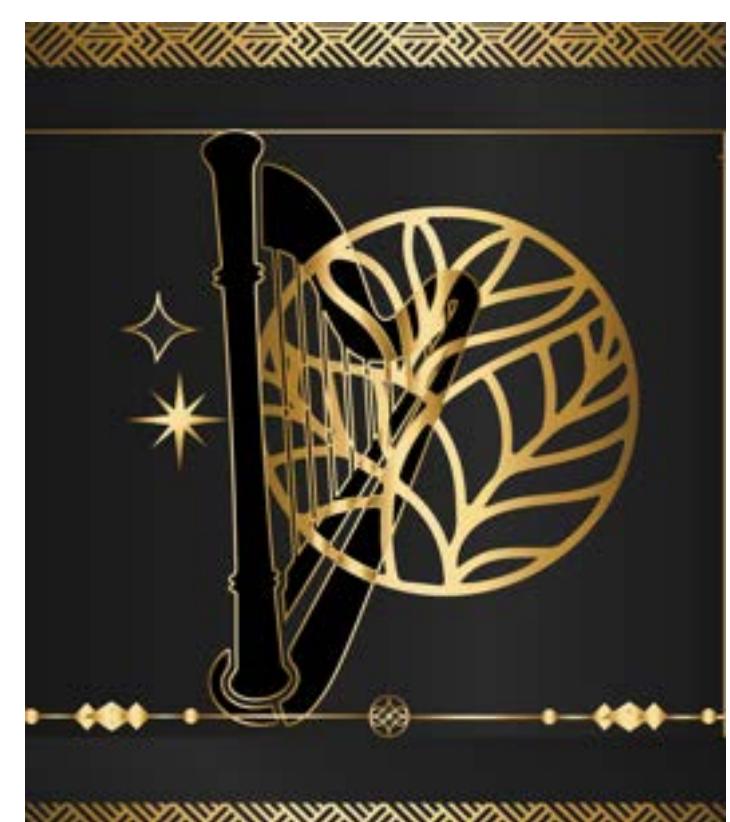
- Custom Logo Design: Develop and prominently display a unique, professional logo to establish a strong brand identity.
- Brand Color Palette: Use a consistent colour scheme across the website to reinforce the company's branding and visual style.
- Typography: Select and apply branded fonts that align with the company's image and enhance readability.
- Brand Messaging: Craft clear, compelling messaging that communicates the studio's vision, values, and mission.
- Consistent Imagery: Incorporate branded graphics and visuals, such as icons and background images, that reflect the game's theme and the company's identity.
- Homepage Focus: Design the homepage to feature the logo, key branding elements, and a strong introduction. With different sections on the page, to add depth
- Advanced Animation and Graphic Design.
- Brand Integration: Ensure all multimedia elements, including animations and digital drawings, are consistent with the branding to maintain a cohesive look and feel.
- Social Media Links: Include links to social media profiles that reflect the company's branding and provide additional engagement opportunities

IDEA 2: GAME FOCUSED WEBSITE: GAME DEVELOPMENT COMPANY

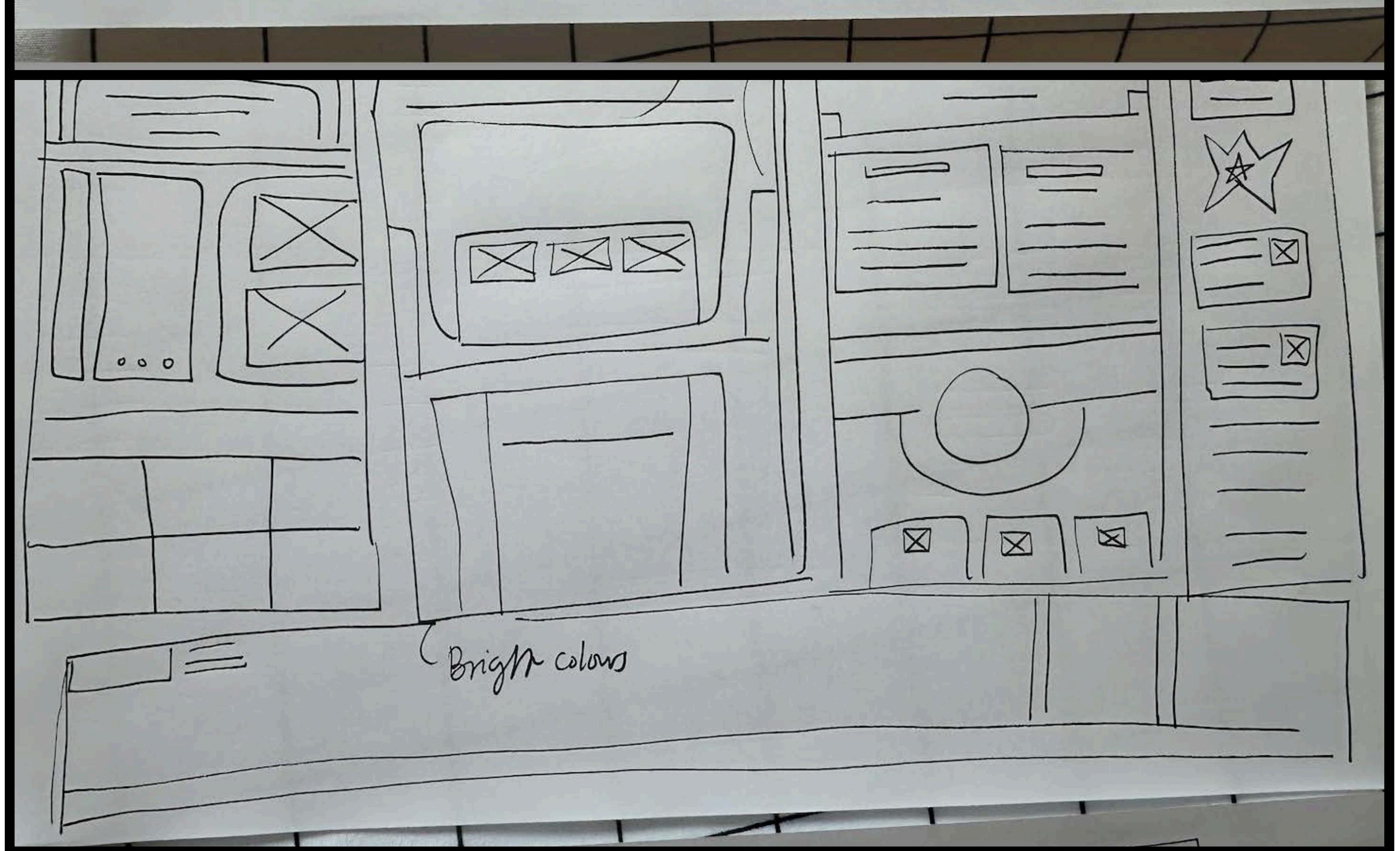
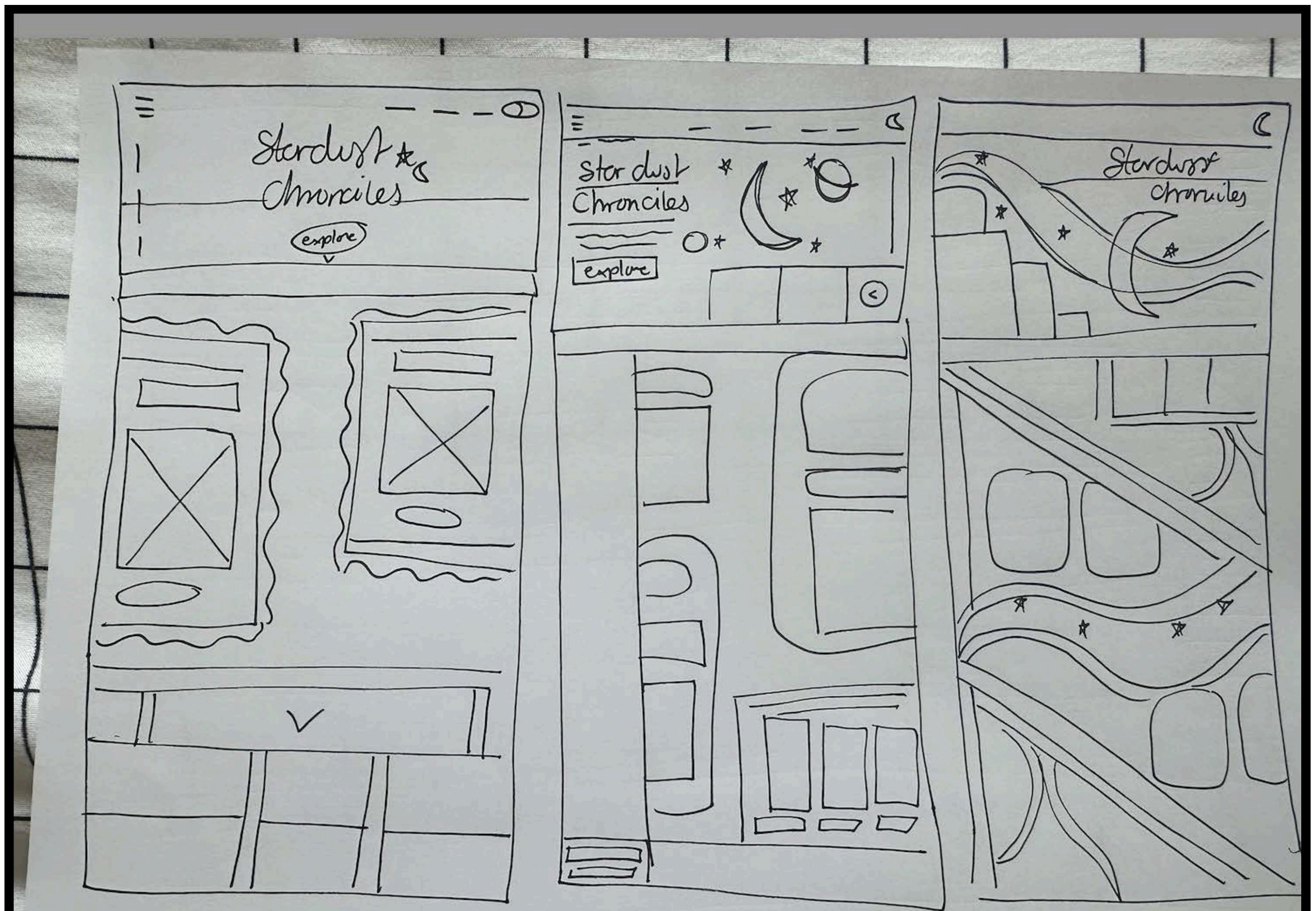
- Game Overview: Create a dedicated section with an engaging summary of the storyline, highlighting the game's concept, storyline, and unique features.
- High-Quality Visuals: Showcase screenshots and concept art from the game to provide a visual representation of its style and gameplay.
- Game Trailer: Feature a trailer video prominently to give visitors a dynamic preview of the game's narrative and gameplay experience.
- Character Profiles: Include detailed profiles for key characters, such as Nova Astralis and Luna, with descriptions, artwork, and background information.
- Gameplay Mechanics: Explain the core gameplay mechanics and interactive elements to inform users about how they will engage with the game.
- Development Blog: Maintain a blog or news section with updates on the game's development progress, behind-the-scenes insights, and future milestones.
- Interactive Elements: Incorporate interactive elements like character bios or game world maps that users can explore to deepen their engagement.
- Community Engagement: Provide options for users to join the mailing list, follow social media channels, or participate in beta testing to build a community around the game.
- Release Information: Display the release date and any pre-order or special edition details to encourage anticipation and advance interest.
- Advanced Animation and Graphic Design.

SELECTION & JUSTIFICATION

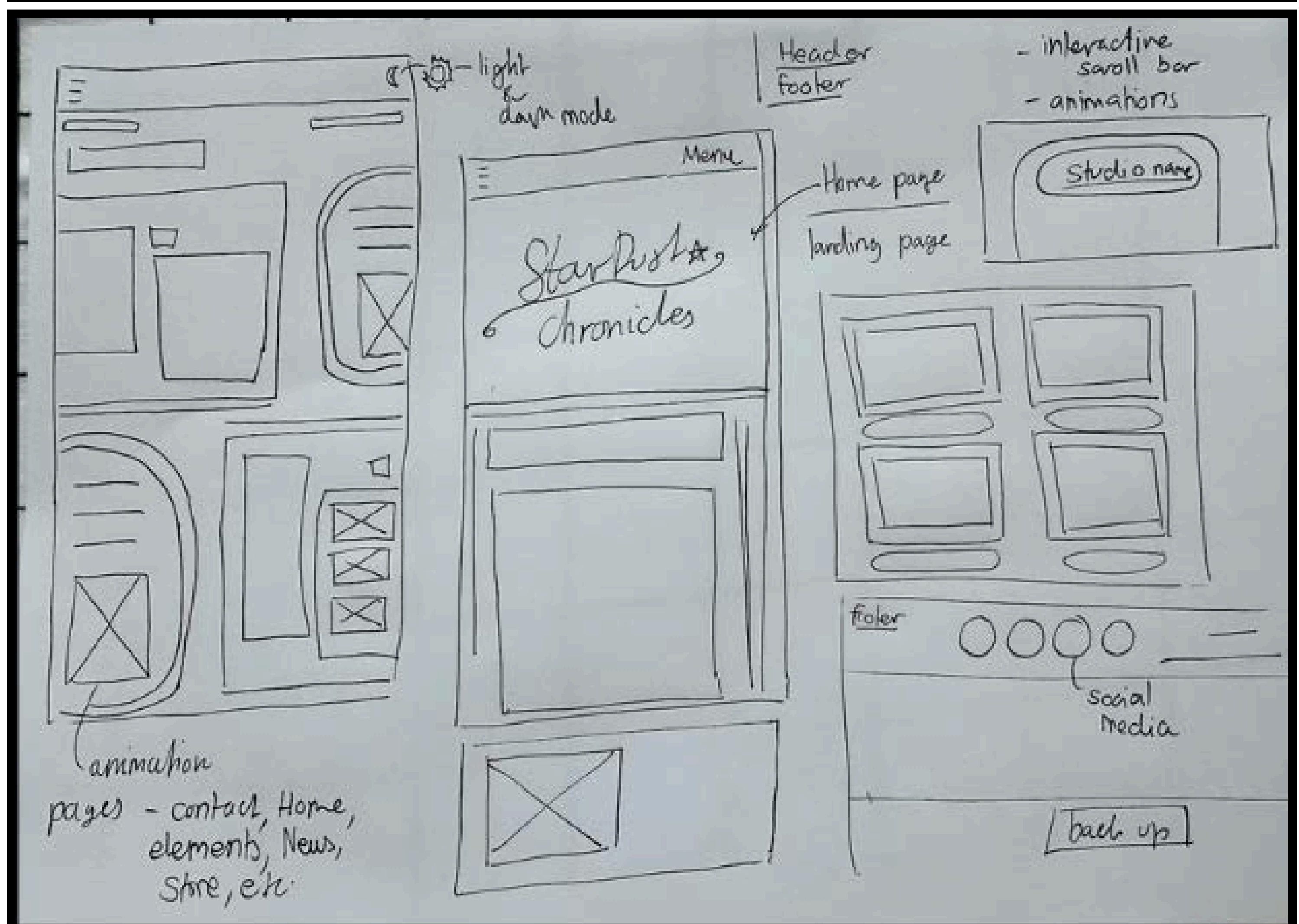
I have decided to go with Ideas 2 and 1 because they are similar to each other but which I focus on will be dependent on how my time I can spend on the project and a few other circumstances. This allows me to work at my own pace and not be stuck on one idea. Additionally, I can reuse many assets between each idea speeding up the production process. With such an ambitious Statement of Intent, Idea 2, while the most detailed and long idea, would take too long to produce and could be an entire Major Project alone so I will be focusing on Idea 1 mainly first to see if I can achieve that. Additionally, Ideas 1 will successfully satisfy my Statement of Intent.



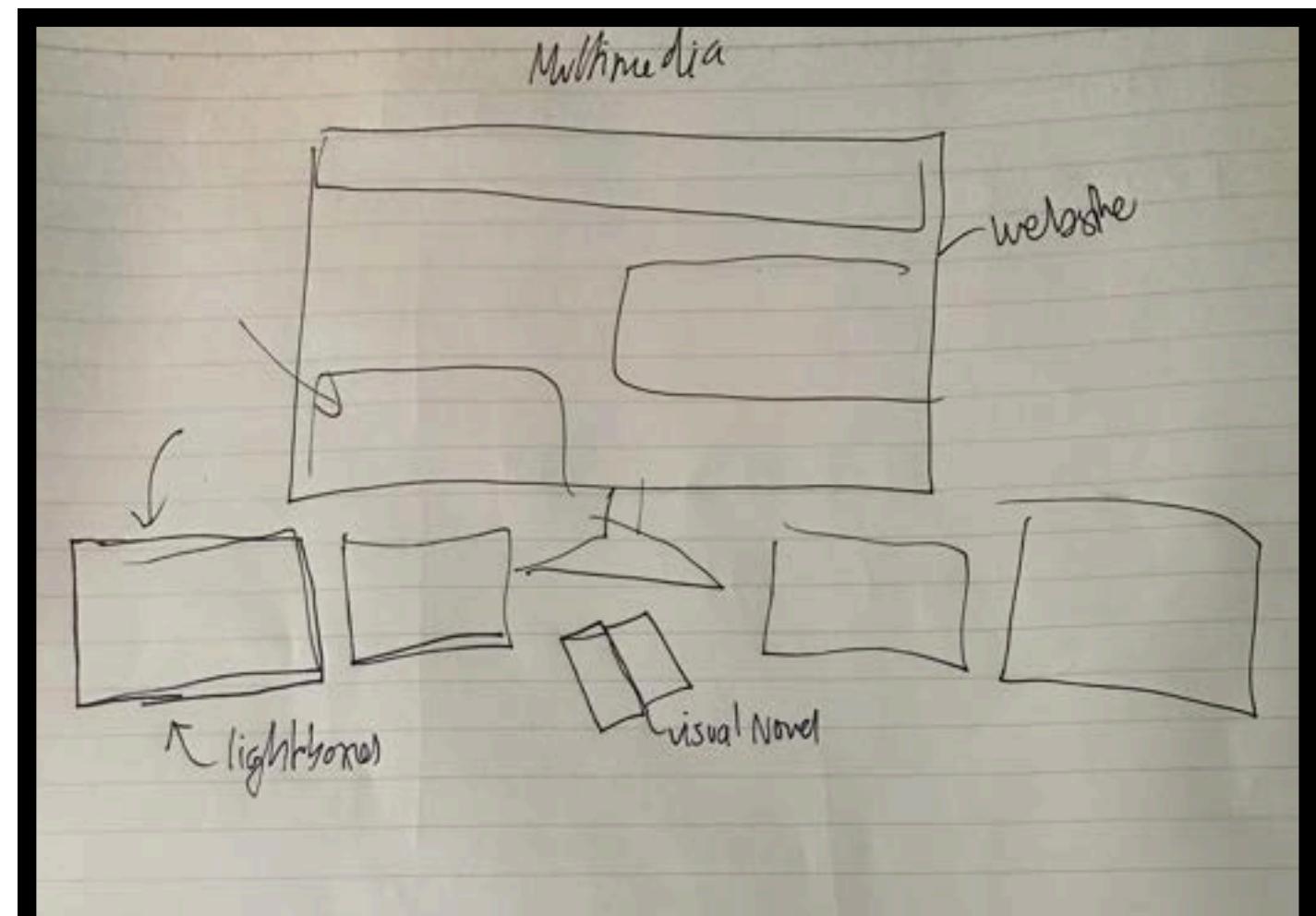
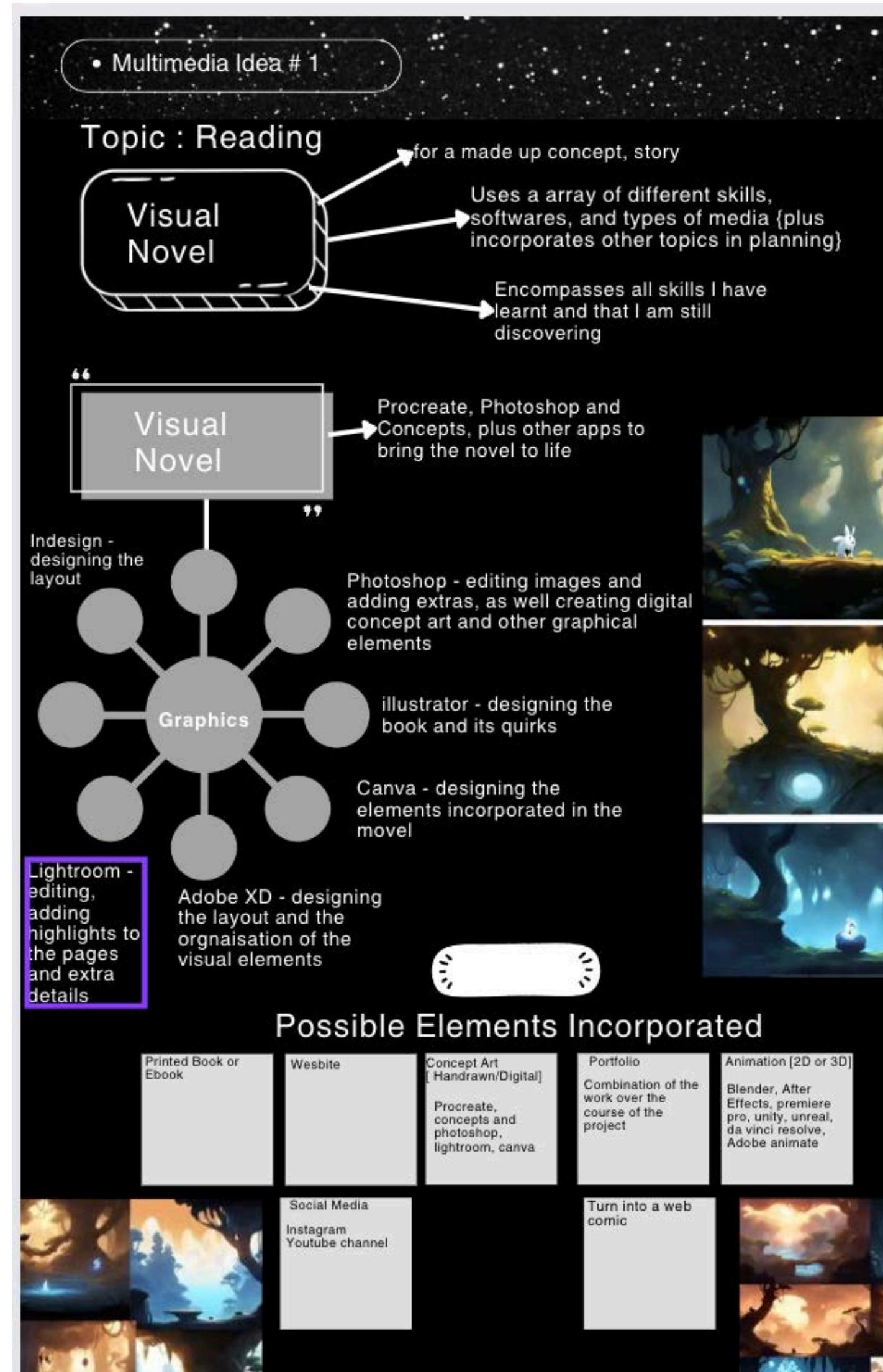
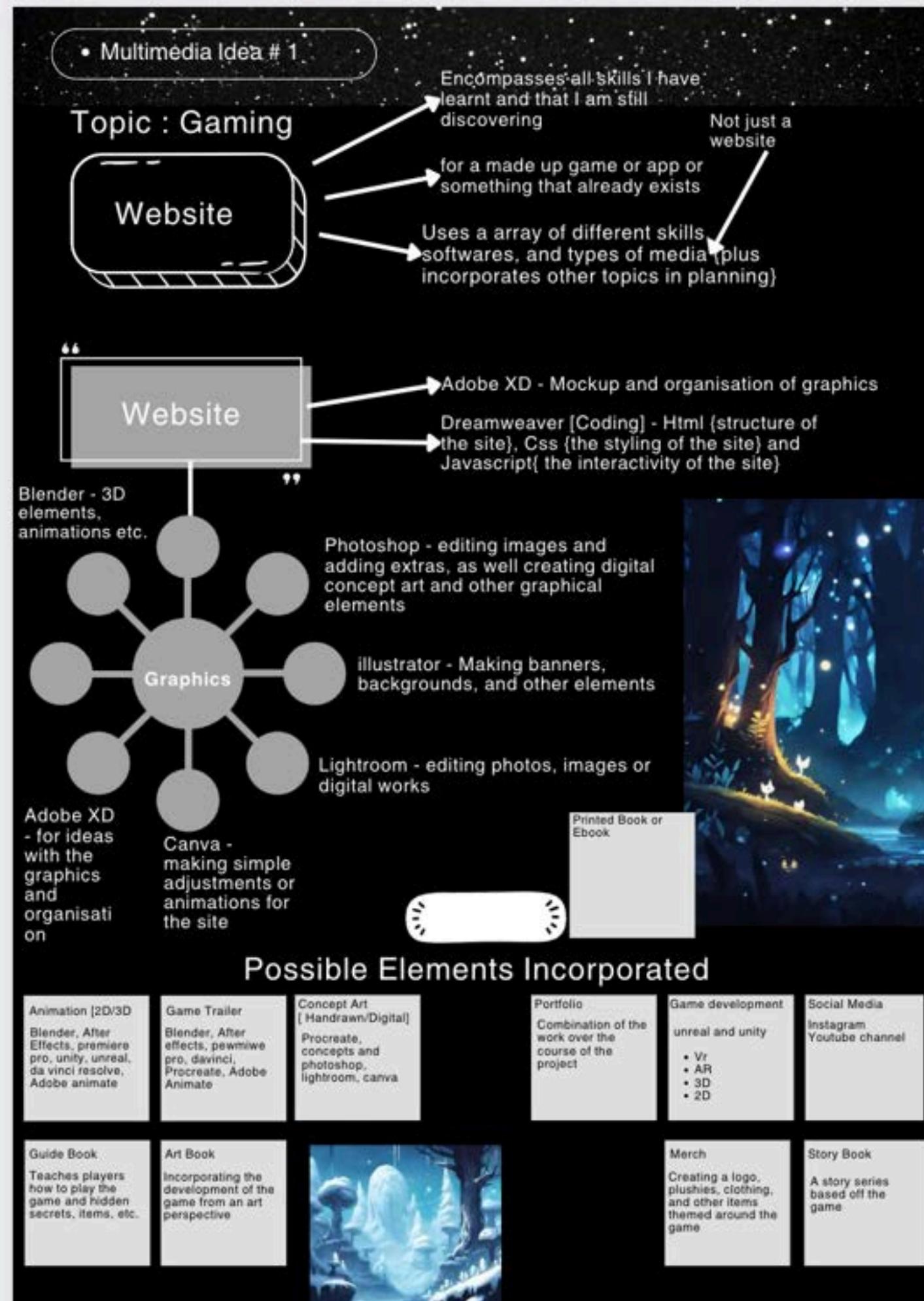
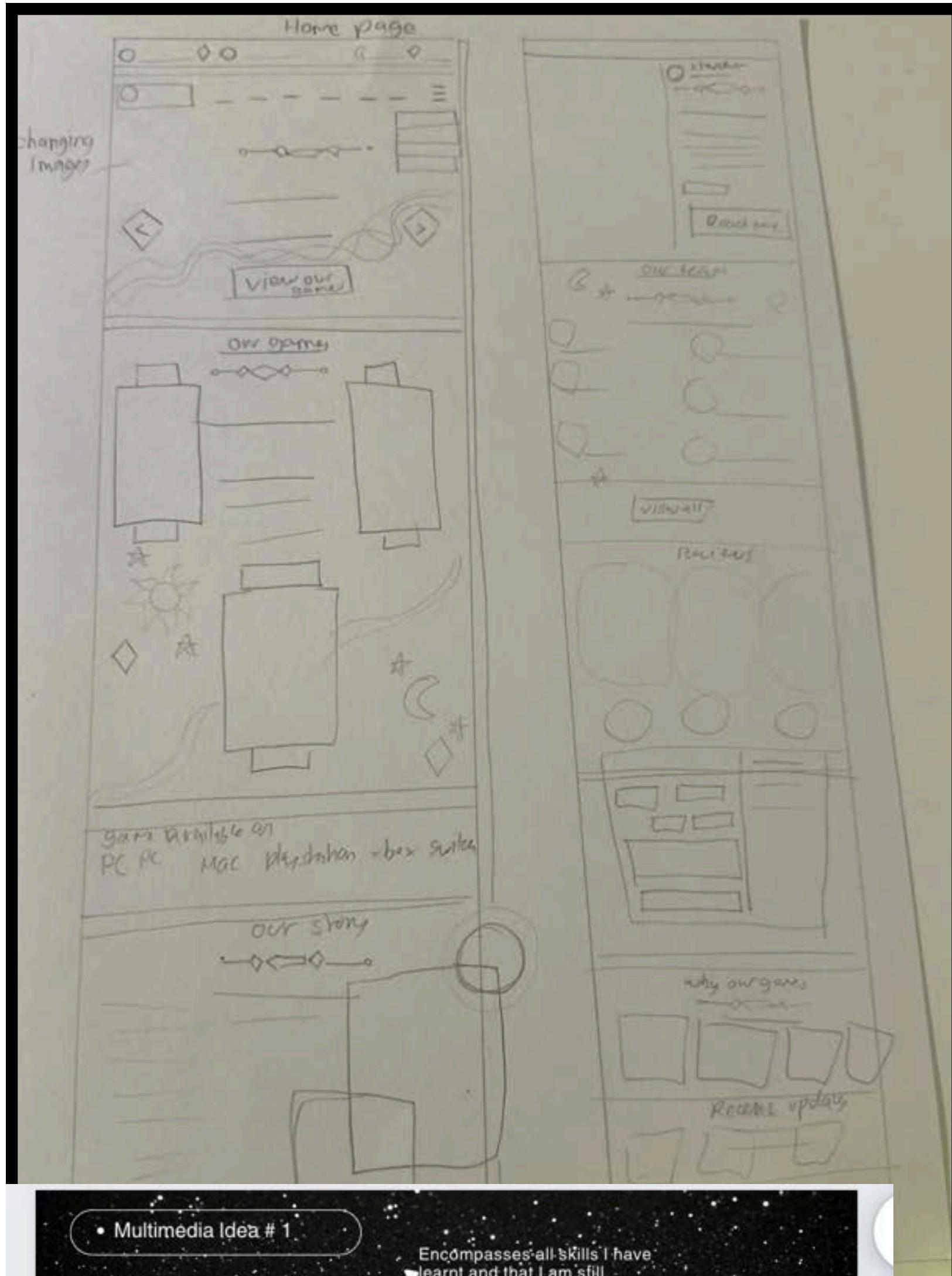
SKETCHES - FINAL & INITIAL SKETCHING



SKETCHES - FINAL & INITIAL SKETCHING



SKETCHES - FINAL & INITIAL SKETCHING



POSTER IDEAS IF TIME IS AVAILABLE

Branding-Focused Website

- Company Logo Poster: Display the Starfall Studios logo prominently with a tagline or slogan that encapsulates the brand's identity.
- Brand Colors and Typography: Use the company's colour palette and fonts to create a visually cohesive design that reinforces brand recognition.
- Mission Statement Poster: Highlight the company's mission statement or core values with a clean, impactful design.
- Team Introduction Poster: Feature portraits and brief bios of key team members to humanize the brand and build credibility.
- Company Milestones Poster: Showcase significant achievements or milestones of Starfall Studios with a timeline or infographic.

Game-Focused Website

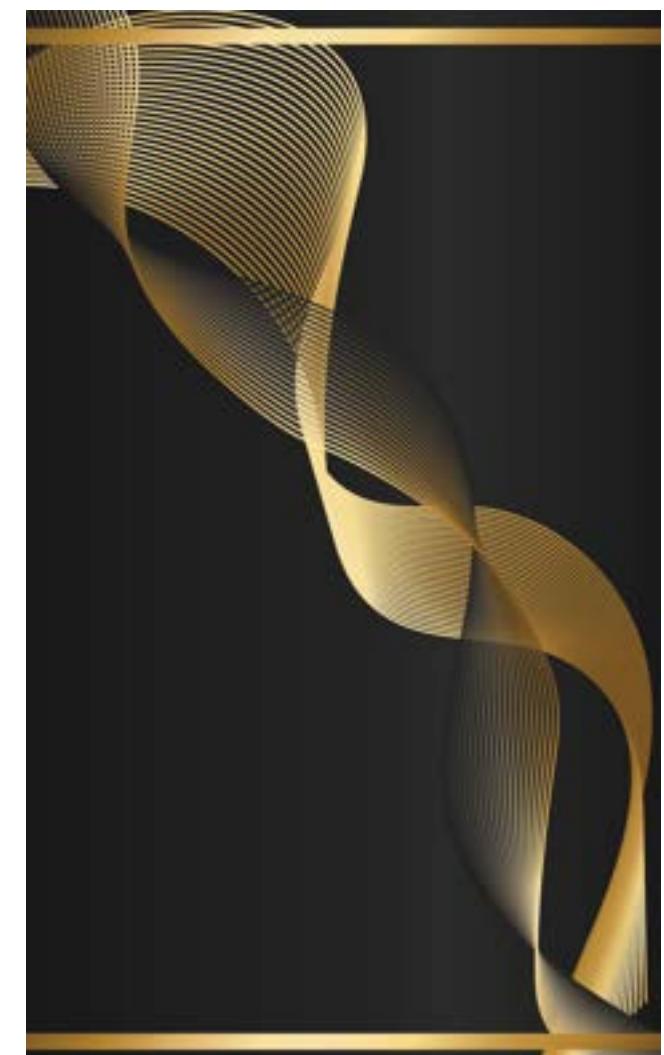
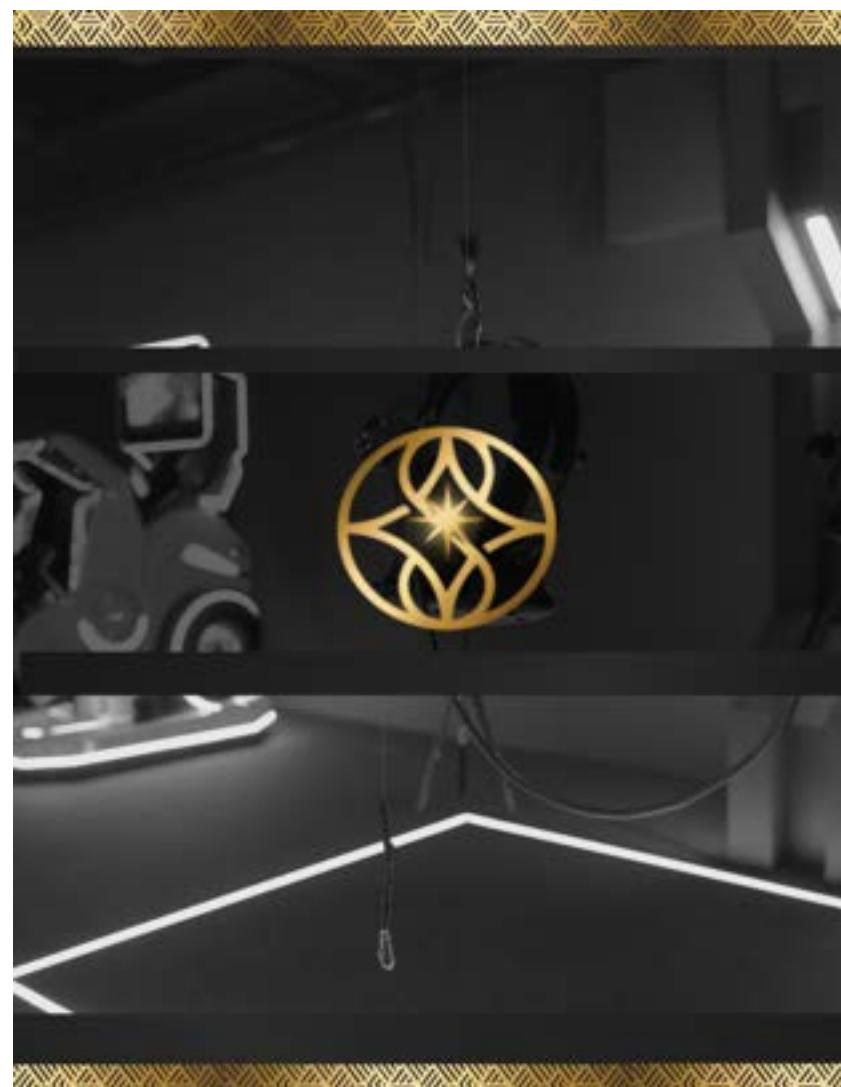
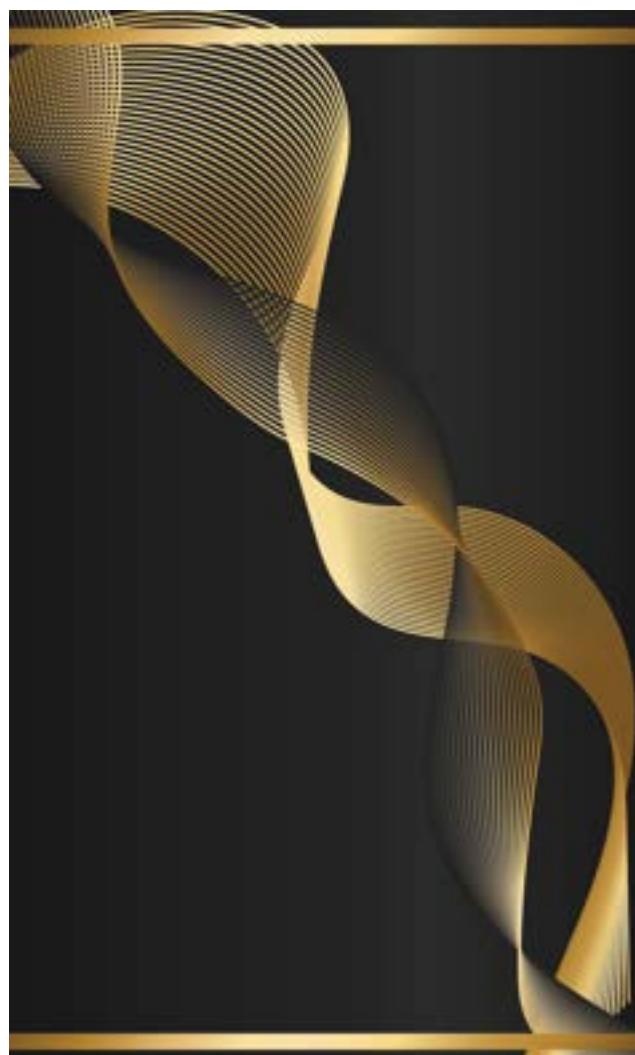
- Game Title Poster: Create a visually striking poster for "The Stardust Chronicles" with the game's title, logo, and a captivating tagline.
- Character Poster: Design posters for key characters like Nova Astralis and Luna, featuring their artwork, names, and roles in the game.
- Gameplay Scene Poster: Highlight a key scene or moment from the game to give potential players a taste of the in-game experience.
- Game World Poster: Illustrate the different realms or settings within the game to showcase its expansive and immersive environment.
- Release Date Poster: Announce the game's release date with an eye-catching design and any special edition details or pre-order information.

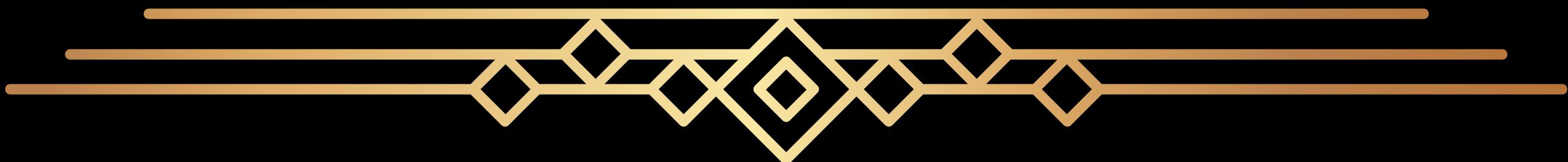
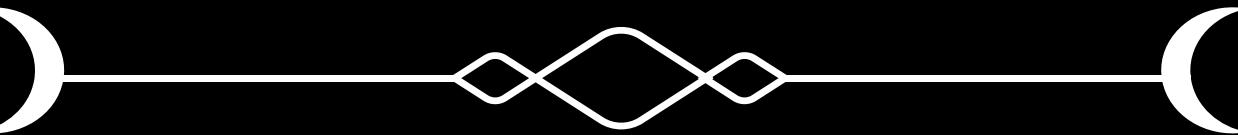
SELECTION & JUSTIFICATION

I have decided to go with Idea 1 because I am focusing on brand website. This allows me to work at my own pace and not be stuck on one idea as I have multiple to choose from within the section. Additionally, I can reuse many assets between each idea speeding up the production process. With such an ambitious Statement of Intent, Idea 2, while the most detailed and long idea, would take too long to produce and could be an entire Major Project alone so I will be focusing on Idea 1 mainly first to see if I can achieve that. Additionally, Ideas 1 will successfully satisfy my Statement of Intent.

GRAPHICS AND ANIMATIONS IDEAS

The animations and graphics on the website will be meticulously themed to align with the brand, creating a cohesive and immersive experience. Each visual element, from character animations to background graphics, will reflect the company's unique aesthetic and thematic identity. The colour palette, typography, and artistic style will consistently echo the brand's core values and the fantastical world of product, ensuring that all animations and graphics not only captivate the audience but also reinforce the brand's narrative and visual appeal. This unified approach will enhance brand recognition and create a seamless, engaging experience for users.





STARFALL

S T U D I O S



Finance Plan

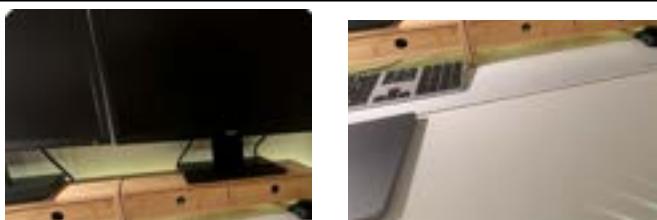


FINANCE PLAN



HARDWARE

| Item | Justification | Date Bought | Projected Cost | Actual Cost |
|---|--|-------------|----------------|--------------|
| Personal PC | Due to the intensive computer requirements for 3D rendering, animation, video editing, and coding. I will need a high end multimedia PC for this project. This could cost anywhere from \$1000 to \$3000. So that I can stick to a low budget I will be using the PC that I already own. | 20/12/2020 | \$1200 | \$0 |
| School Macbook - Air | This laptop will be used to majority of my project. It is owned by the school and available for me to use for free, meaning no necessary costs are attributed. | 01/10/2023 | \$2000 | \$0 |
| Seagate One Touch Portable 2TB Hard Drive | To store my major project I need sufficient storage and After filling up my storage on computer faster than expected I decided to purchase an Hard Drive. I chose the Seagate One Touch Portable 2TB Hard Drive | 01/01/2024 | \$129 | \$129 |
| USB 32GB | To store my Major Project I need a USB of sufficient size to store some parts of my project. This allows me to keep my project portable to use on any computer. 32GB is enough to start off with but I will most likely need more storage soon. I already had cleared USB around. | 01/01/2024 | \$30 | \$0 |
| TOTAL HARDWARE COST | | | | \$129 |

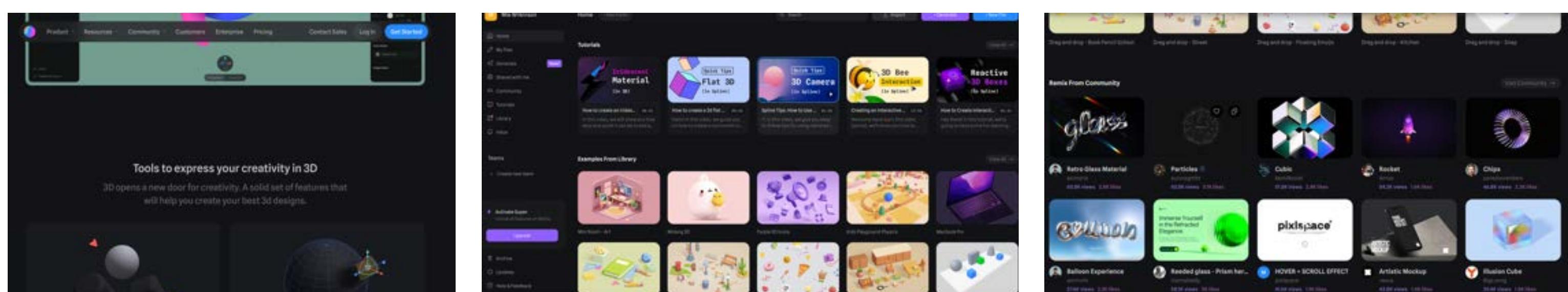


| Item | Justification | Projected Cost | Date Bought | Actual Cost |
|------------------------------|--|----------------|-------------|-------------|
| Adobe Creative Cloud Licence | The Adobe Creative Cloud licence provides access to the collection of industry-standard apps that I need for this project. It is free to use for me as a licence is provided to all NSW Department of Education students | \$79.99/month | 2019 | \$0 |
| Blender | Blender is used to add 3D animation and other elements on the website, as it is industry funded through donations, it is free to use for everyone. | \$0 | 2022 | \$0 |
| Procreate | Procreate is a digital drawing software that requires a one time payment but due the Ipads available at school is it free on every device | \$20 | 2024 | \$0 |
| Procreate Dreams | Procreate dreams a portable animation software that requires a one time purchase. | \$20 | 2024 | \$20 |
| Visual Studio Code | Free to use software that will be used to create my website along ADOBE softwares. | \$0 | 2020 | \$0 |

FINANCE PLAN

SOFTWARE

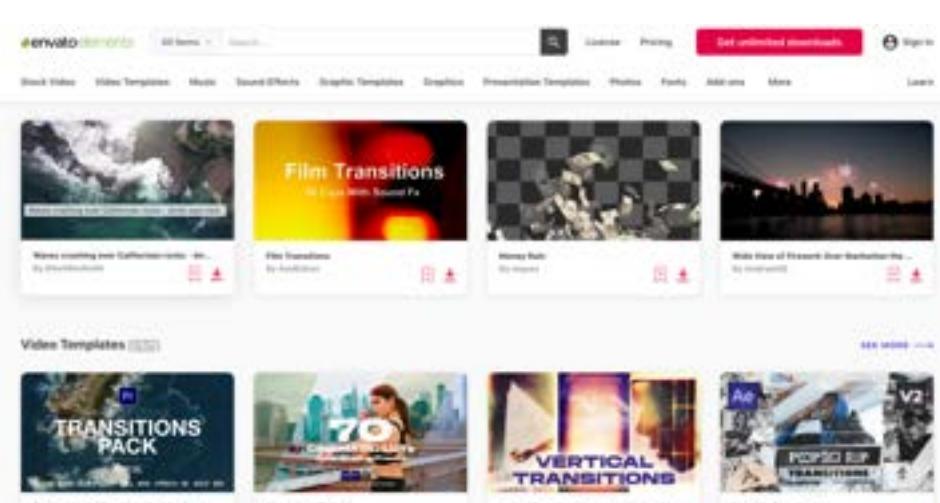
| | | | | |
|----------------------------|---|--------------|------|-------------|
| Da Vinci Resolve | Da Vinci Resolve is a editing software, that is extensive in its abilities, and also comes with a free version that allows the used of majority of its powerful tools | \$496 | 2022 | \$0 |
| canva | Canva is a online design software that allows to quickly create designs effortlessly. It is free to use due to an educational license the school has | \$165/year | 2020 | \$0 |
| google suite | The google suite provides an array of software tools to complete the tasks necessary such as word processing for the major project. It is free to use | \$0 | 2019 | \$0 |
| Microsoft Office | The Microsoft Office provides an array of software tools to complete the tasks necessary for the major project. It is free to use through the school license available on the macbooks | \$69.99/year | 2019 | \$0 |
| Figma | Figma is very useful for website development and design assets to help develop my major work. It is free for individual use at the level I need | \$0 | 2024 | \$0 |
| Spline | Spline is helpful integration tool useful for making effective animations that can be embedded within websites. It is has a free version but if necessary the upgrade will be beneficial. | \$24/month | 2024 | \$24 |
| Grammarly | Grammarly is a word processing and editing tool to help create the well written portfolio and document for this project. | \$45/month | 2024 | \$45 |
| Google Chrome | Used to access the internet and research techniques. | \$0 | 2019 | \$0 |
| TOTAL SOFTWARE COST | | | | \$89 |



FINANCE PLAN

FEES

| Item | Justification | Date Bought | Projected Cost | Actual Cost |
|--|---|-------------|----------------|-------------|
| Artlist.io - Sound Effects & Royalty Free Background Music | Artlist.io is an industry standard subscription based service that provides access to a variety of sounds effects and background music. I will use this as I do not know how to create any background music. This will also save me time from having to record sound effects as well as learning how to create good-sounding music compositions | 2024 | \$22.20/month | \$22.20 |
| Envato Elements - Creative Assets | Envato Elements is a subscription service for designers that includes graphic assets, educational resources, and business management tools. I will use this for anything I need to add extra flare to the website. Thank my teacher has access this saving an extra fee to use it. | 2024 | \$16.50/month | \$0 |
| Website Hosting | A website needs website hosting to be online 24/7. I am Still looking into this section. In USD \$3.0/month to \$4.50/month AUD | 2024 | \$4.50/month | \$54 |
| Domain | For my website I needed a domain to be able to easily access and share my website to the public facing internet. I bought https://starfallstudios.au/ because this domain related to my company branding and it also had a first year sale of only AUD \$23/year | 2024 | \$23/year | \$23 |
| Multimedia Subject Fee | My school charges a \$20 fee for the Multimedia subject per student. This fee helps the school pay for the resources that we use in multimedia. | 2024 | \$20 | \$0 |
| Professional Printing (80xA4 Pages) | I contacted Officeworks for a quote for printing my folio and they stated that 40 full colour double-sided 140gsm gloss A4 pages (80 single-sided A4 pages), with a narrow black thermal bind, and 2 clear covers, would cost \$76.50 - I ended up getting it done for free at School. | 2024 | \$76.50 | \$0 |

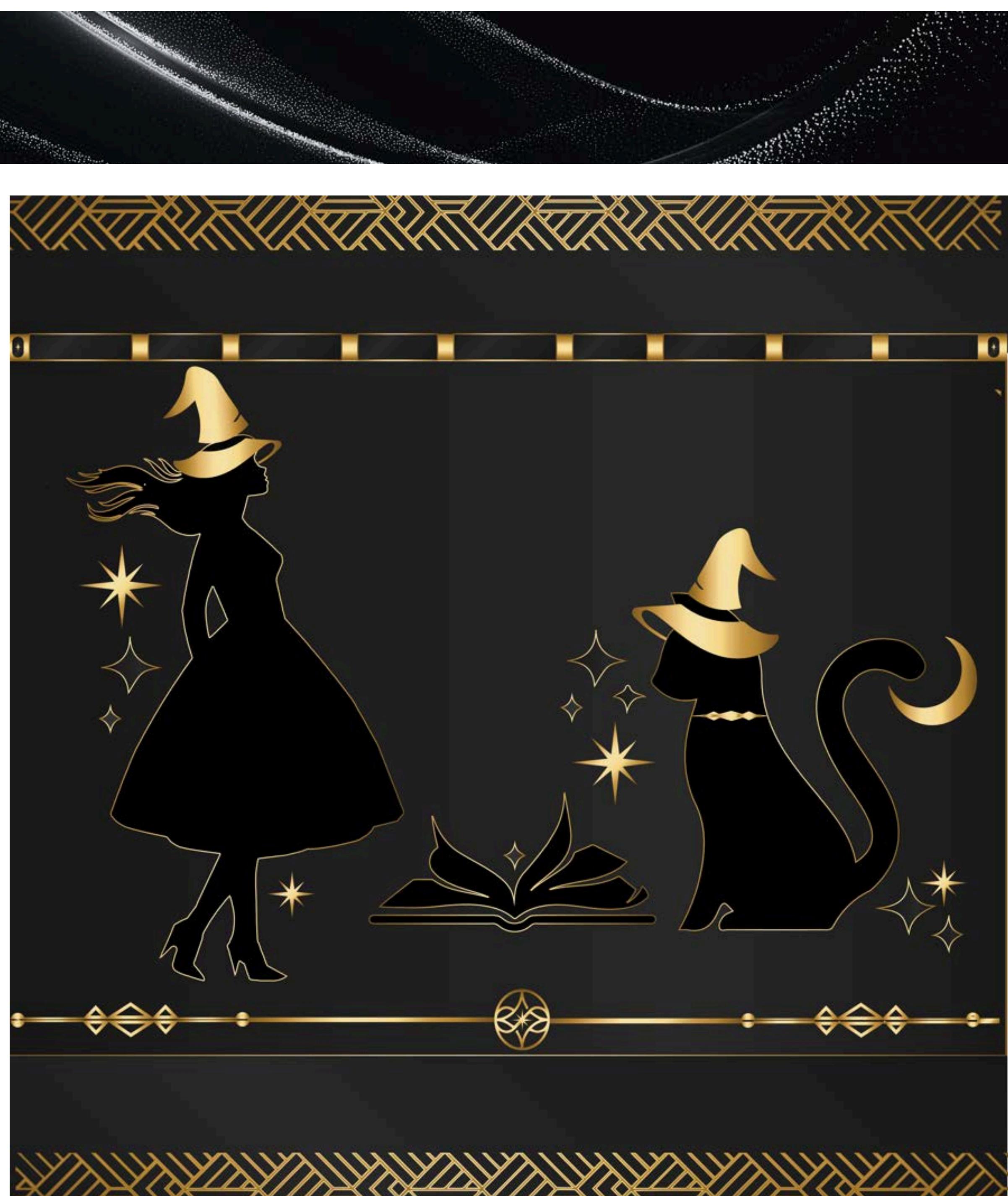


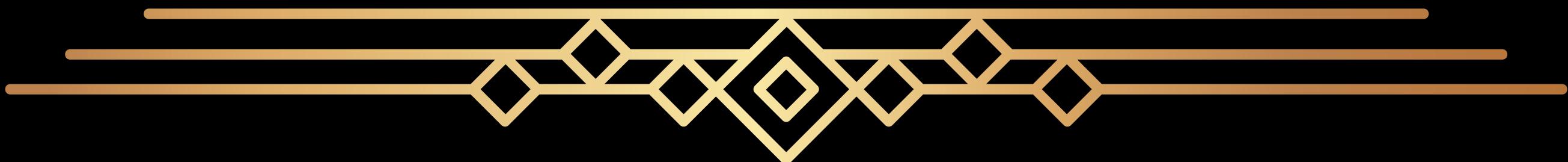
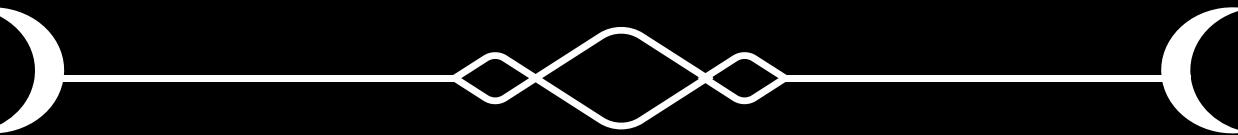
TOTAL FEE COST \$98



ONGOING EVALUATION OF FINANCE PLAN

As mentioned in my Statement of Intent, my budget for this whole project is \$400. The projected cost is \$4747.78 (monthly fees were multiplied by 12); however, I have a few techniques to reduce this price drastically. I have a few connections in this project's related industries, so I can get a few things for free or discounted. Additionally, the school owns and provides some of the more costly items for free. I also already have my PC, so I do not need a new one. I will also wait for sales before purchasing my Hard drive. Furthermore, I will only purchase monthly subscription-based items one or two months before the project is due so that I do not have to pay for a whole year of costs. All these techniques will allow me to minimise the cost of my entire project to under \$400 and will allow me to satisfy my Statement of Intent by being within budget.





STARFALL

S T U D I O S



Time Plan



TIME PLAN



| | 12/23 | 1/24 | 2/24 | 3/24 | 4/24 | 5/24 | 6/24 | 7/24 | 8/24 |
|---------------------------------|-------|------|------|------|------|------|------|------|------|
| Multimedia Major Project | | | | | | | | | |
| Pre-Production | | | | | | | | | |
| Production | | | | | | | | | |
| Post-Production | | | | | | | | | |

FOLIO

| Task | Term 4 | | | | | | | | | Term 1 | | | | | | | | | | | Term 2 | | | | | | | | | Term 3 | | | | | | |
|--|--------|---|---|---|---|---|---|---|---|--------|---|---|---|---|---|---|---|---|----|----|--------|---|---|---|---|---|---|---|---|--------|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 1 | 2 | 3 | 4 | | | |
| Initial Project Discussion | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Statement of Intent | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | ■ | ■ | | | |
| Research of Components | | | | | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Research of Processes | | | | | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Research of Technologies | | | | | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Research of Resources | | | | | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Selection & Justification of Components | | | | | | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Selection & Justification of Processes | | | | | | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Selection & Justification of Technologies | | | | | | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Selection & Justification of Resources | | | | | | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Inspiration Research & Evaluation | | | | | | | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development of Ideas | | | | | | | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Selection of Final Ideas | | | | | | | | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Time Plan | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | |
| Finance Plan | | | | | | | | | | | | | | | | | | | | | ■ | ■ | | | | | | | | | | | | | | |
| Record of Production | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | |
| Design Modifications | | | | | | | | | | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | |
| Quality Control | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | |
| Overview of Demonstrated ICT Skills | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | ■ | ■ | |
| Evidence of WHS & Safe Working Practices | | | | | | | | | | | | | | | | | | | | | | | | ■ | ■ | | | | | | | | | | | |
| Outsourcing & Bibliography | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | ■ | ■ |
| Ongoing Evaluation | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | |
| Final Evaluation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | ■ | ■ |
| Creation of Title Page / Back Page | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Addition of Final Photos, Posters, etc. in the Middle Pages of the Folio | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HSC Major Project Folio Final Edits/Checks & Proof Read | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HSC Major Project Folio Professional Printing | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

TIME PLAN

PRACTICAL COMPONENT

| Task | Term 4 | | | | | | | | | Term 1 | | | | | | | | | | | Term 2 | | | | | | | | | Term 3 | | | |
|------------------------------|--------|---|---|---|---|---|---|---|---|--------|---|---|---|---|---|---|---|---|----|----|--------|---|---|---|---|---|---|---|---|--------|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 1 | 2 | 3 | 4 |
| Website | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Graphics | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ |
| Animations | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Whole Project Final Edits | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | █ |
| Final Export Of All Elements | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | █ |
| Final Feedback | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | █ |

WEEKLY PLAN

Final Week

Week 1

| | Planning | Achieved Y/N | Daily Evaluation |
|--------------------------|--|--------------|--|
| Monday 12/08 /2024 | finalising the website and Portfolio for the hand In on Thursday to Nesa | Yes | I finished off the adding of some more animations and other extra graphics made in illustrator |
| Tuesday 13/08 /2024 | finalising the website and Portfolio for the hand In on Thursday to Nesa | Yes | I added the last final details within the project |
| Wednesday 14/08 /2024 | finalising the website and Portfolio for the hand In on Thursday to Nesa | Yes | I Finish off the last bugs and other sections that needed updating before the hand-in |
| Thursday 15/08 /2024 | Handing In the website and Portfolio | Yes | I handed In my project and printed my booklet out for Nesa |



STARFALL

S T U D I O S



Process Journal

Record of Production



Date:

Intention for session

The primary intention for this session was to find inspiration and utilise a logo generator to create a unique and representative logo to use as a base for the game studio logo. This logo would serve as a visual cornerstone of the studio's brand identity, embodying its values and vision. A compelling logo is essential for establishing the brand of my website, and this session aimed to kickstart that process.

What happened in session

The session began with extensive research on existing game studio logos to understand common design elements and trends. This research phase was crucial for gaining insights into what makes a logo effective and memorable. Following this, a brainstorming session was conducted to generate ideas and themes that would best reflect the game studio's identity. Armed with these concepts, various logo generators were explored, inputting relevant keywords and themes to see a range of design outputs. Several promising designs were selected for further refinement, focusing on tweaking colors, fonts, and layouts to better align with the studio's brand. The session concluded with the finalisation of the inspiration collected by combining the most effective elements from the generated designs and inspiration on the internet.

Difficulties Faced and solutions to issues

One major difficulty encountered was finding a logo design that perfectly captured the game studio's identity. To address this, a detailed brainstorming session was conducted to clearly define the studio's core values and mission, which provided a clear direction for the design process. Another challenge was the limited customisation options offered by some logo generators, which restricted the ability to fine-tune designs. This issue was resolved by using multiple generators to explore a wider range of designs and then placing in a document as inspiration.

Screenshots



Link to Statement of Intent

Creating a logo for the game studio directly aligns with the goal of establishing a strong and recognizable brand identity as connecting to making my major work to come to life. A well-designed logo is crucial for the success of the studio in the competitive gaming industry, as it helps to attract and retain the audience's attention. This session's activities were a critical step toward achieving that goal, ensuring that the game studio is visually represented in a manner that is both professional and reflective of its unique vision and values.

Date:

Intention for session

The intention for this session was to take the first steps in creating a professional and unique logo for the game studio. This involved organizing the collected inspirations and generated images in an Illustrator document and beginning to use various tools to explore and refine design elements.

What happened in session

The session began by creating an Illustrator document specifically for the logo design project. All the inspirational images and generated logos collected from previous research were organized within this document, creating a comprehensive visual reference. This setup allowed for a clear and accessible workspace to draw upon when developing the logo.

With the document prepared, I started using the pen tool and other Illustrator tools to trace different shapes and elements from the inspirational images and generated logos. This hands-on approach enabled me to experiment with various design components, such as lines, curves, and shapes. By tracing these elements, I was able to better understand their structure and potential applications within the logo. Additionally, I explored combining different parts of logos and other interesting shapes to see how they could be integrated into a cohesive design.

Difficulties Faced and solutions to issues

One difficulty faced was getting comfortable with the pen tool, which requires precision and practice to use effectively. To overcome this, I spent time practicing with the pen tool on simpler shapes before moving on to more complex logo elements. Another challenge was ensuring that the traced elements maintained a consistent style and coherence when combined. To address this, I continuously referred back to the inspirational images to ensure alignment with the overall design vision and made iterative adjustments to the traced shapes to enhance their compatibility.

Screenshots



Link to Statement of Intent

This session directly supports the statement of intent by moving from the conceptual phase to the practical design phase. Creating an organized Illustrator document and beginning to trace and experiment with design elements are crucial steps in developing a unique and professional logo for the game studio. This process not only helps in refining the design but also in solidifying the studio's brand identity through visual exploration and creativity.

Date:

Intention for session

The intention for this session was to advance the logo design by experimenting with color, shape, and typography. This involved using various tools and techniques in Illustrator to refine and enhance the different elements of the logo, ultimately aiming to create a cohesive and visually appealing design.

What happened in session

After tracing different elements from the inspirational images and generated logos, I began experimenting with color and shape. Using the color palette tool, I tried out various color combinations to see how they influenced the overall feel of the logo. I also utilised the shape builder tool to combine and modify shapes, allowing for more intricate and customized design elements.

Next, I added gradients to some of the elements to give them depth and a more dynamic appearance. This step was crucial in making the logo visually engaging and modern. After working on the shapes and colors, I turned my attention to typography. I experimented with different font types, considering how each font aligned with the studio's identity. I then traced a selected font into a vector, which allowed for further customization and integration with the logo design. This process involved adjusting the font's shape to harmonize with the other logo elements, ensuring a unified and professional look.

Difficulties Faced and solutions to issues

One difficulty faced was achieving the right balance between color and shape without overwhelming the design. To solve this, I used a limited color palette which was gold, black, white, etc. and made iterative adjustments, frequently stepping back to evaluate the overall balance. Another challenge was integrating the traced font smoothly with the other design elements. This was addressed by meticulously adjusting the vectorized font shapes and ensuring that the proportions and alignments were consistent with the rest of the logo.

Screenshots



[Link to Statement of Intent](#)

This session aligns with the statement of intent by progressing from initial concept exploration to detailed design refinement. Experimenting with colors, shapes, gradients, and typography is essential in creating a unique and cohesive logo that accurately represents the game studio. These steps are crucial in establishing a strong visual identity, which is a key component of the studio's branding strategy.

Date:

Intention for session

The intention for this session was to experiment with the positioning and layout of the logo elements, including shapes and text, to determine the most effective and visually appealing arrangement. This involved testing new shapes, fonts, and adjusting the vectorized font to finalize the logo design.

What happened in session

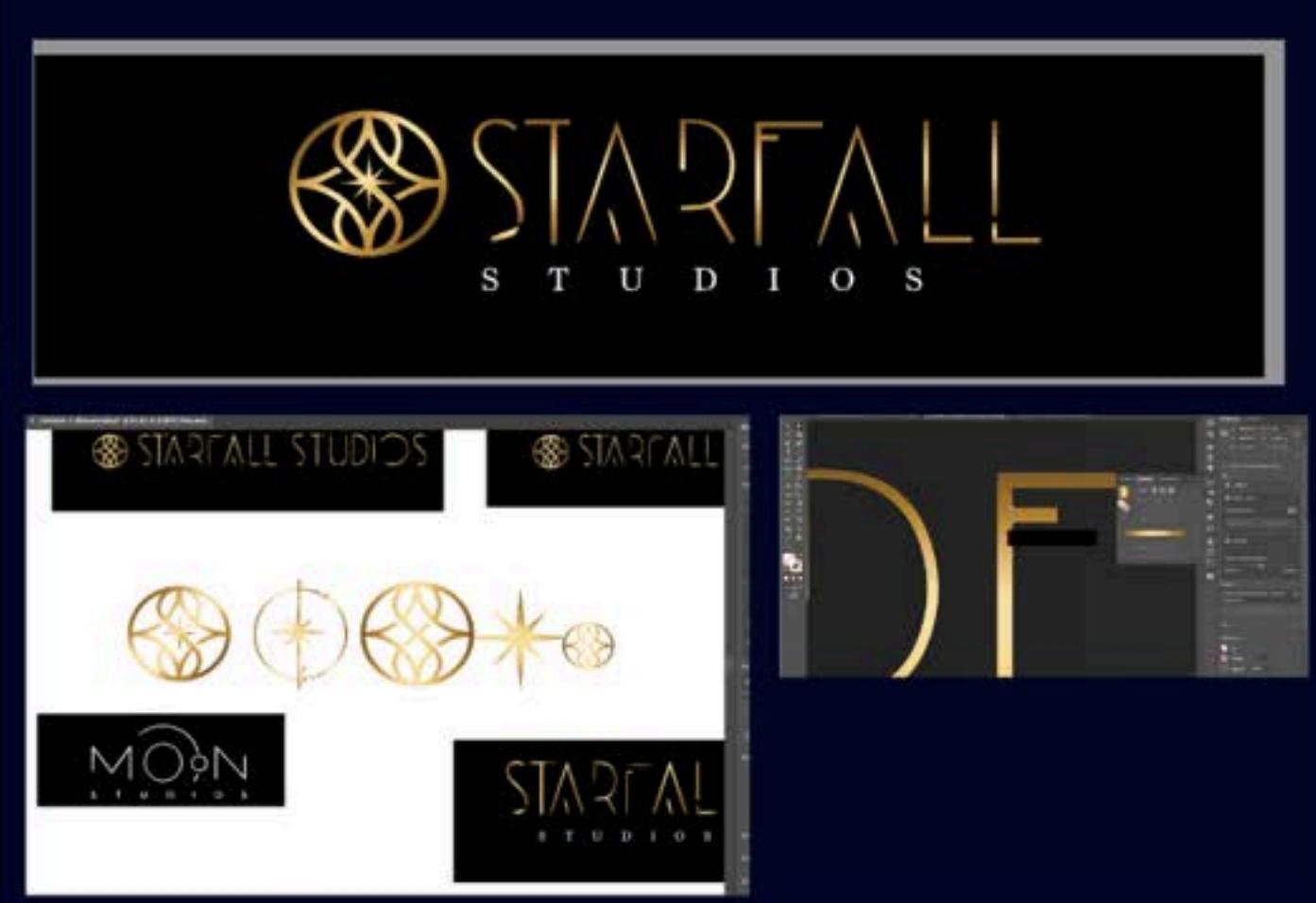
The session began with experimenting with the positioning of the various logo elements. I moved shapes and text around to see which configurations looked the most balanced and visually appealing. This iterative process helped in understanding how different layouts influenced the overall aesthetic and readability of the logo.

During this experimentation, I discovered an element that stood out and aligned well with the vision for the game studio's identity. This discovery provided a focal point for the design. I then searched for a suitable font that complemented this element and matched the overall style of the logo. Once I found a promising font, I vectorized it and began editing it to better integrate with the logo design. Adjusting the font as a vector allowed for fine-tuning, ensuring that the text harmonised with the other elements in terms of proportion, alignment, and style.

Difficulties Faced and solutions to issues

One difficulty was achieving a cohesive look while experimenting with different shapes and positions. To address this, I created multiple iterations and compared them side by side, which made it easier to identify the most effective layouts. Another challenge was modifying the vectorized font to fit seamlessly with the logo. This was resolved by carefully adjusting the vector points and curves, ensuring that the font style and weight matched the other design elements.

Screenshots



[Link to Statement of Intent](#)

This session aligns with the statement of intent by focusing on the detailed refinement and finalization of the logo design. Experimenting with positions, shapes, and fonts is crucial in creating a cohesive and professional logo that accurately represents the game studio's identity. By finding and integrating key design elements and a suitable font, significant progress was made towards establishing a strong and recognizable brand identity.

Date:

Intention for session

The intention for this session was to finalize the logo design for the game studio by refining the elements and incorporating feedback to ensure the design is polished and meets the intended vision.

What happened in session

The session began with a final review of the logo design elements, focusing on the details of shapes, colors, and typography. After making some minor adjustments to ensure consistency and balance, I decided the design was ready for feedback. I shared the logo with peers and mentors to gather constructive feedback on various aspects such as visual appeal, readability, and alignment with the studio's identity.

The feedback provided valuable insights and suggestions for improvement. Based on this feedback, I made several adjustments to the design. This included fine-tuning the alignment of elements, adjusting color contrasts, and ensuring the text was clear and legible. After incorporating the feedback, I reviewed the design once more to confirm that all changes enhanced the overall look and feel of the logo.

With the final adjustments made, the logo design was completed. The final version successfully captured the essence of the game studio, with a cohesive and professional appearance that aligns with the studio's brand identity.

Difficulties Faced and solutions to issues

One difficulty was ensuring that the feedback was effectively incorporated without compromising the original vision of the logo. To address this, I carefully considered each suggestion and made changes that enhanced the design while maintaining its core elements. Another challenge was managing the balance between different design components to achieve a harmonious final product. This was resolved through iterative adjustments and continuous evaluation of the design.

Screenshots



[Link to Statement of Intent](#)

This session aligns with the statement of intent by completing the logo design process, a crucial step in establishing the game studio's brand identity. Finalizing the logo and incorporating feedback ensures that the design is polished and professional, effectively representing the studio in the competitive gaming industry. This final logo serves as a strong visual foundation for the studio's branding efforts.

Date:

Intention for session

The intention for this session was to prepare the development environment for building a website by downloading necessary plugins and coding extensions. This preparation is essential to follow a tutorial effectively and ensure that all required tools are available for the project.

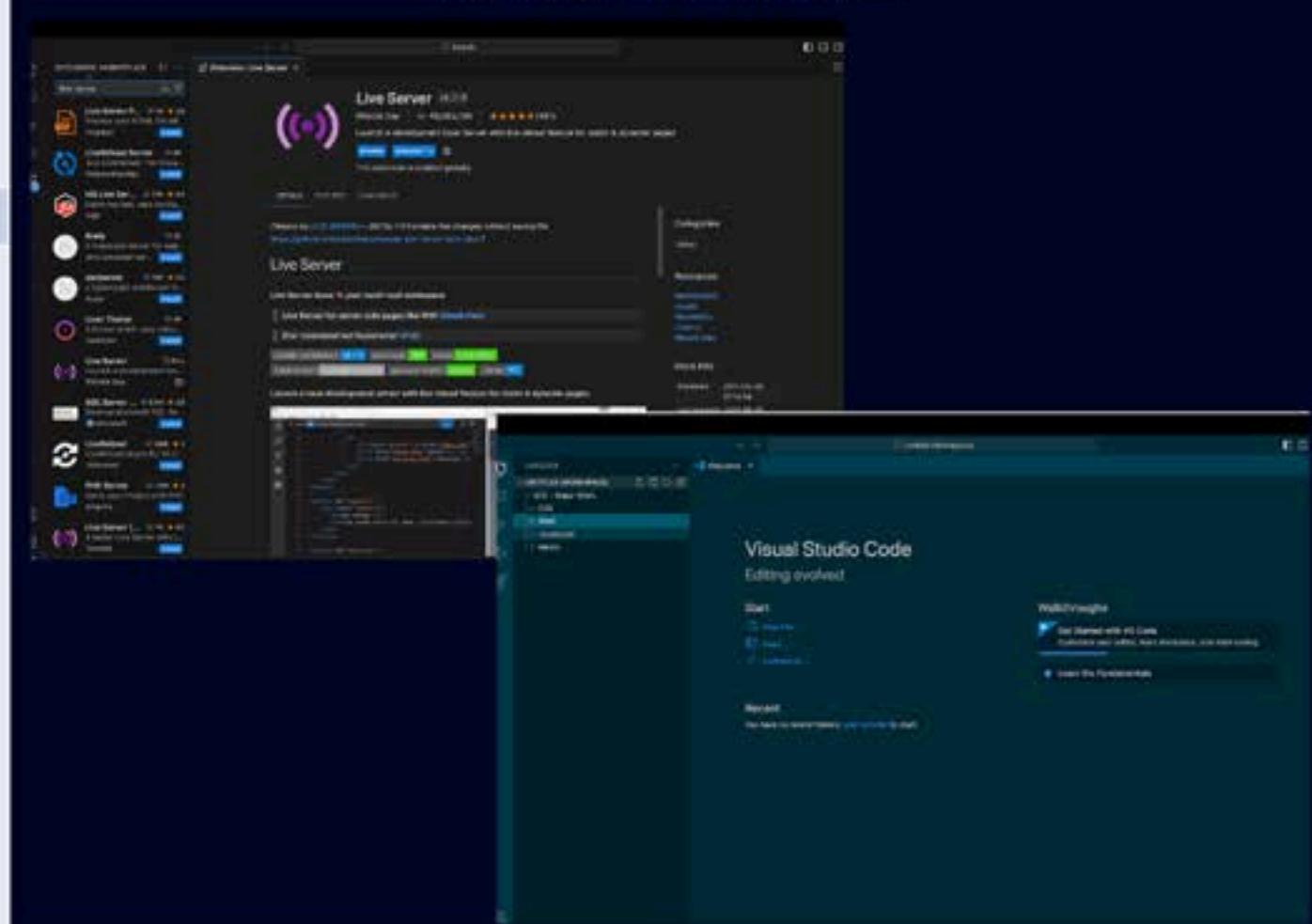
What happened in session

The session began with identifying and downloading the plugins and coding extensions needed for the website development project. This involved researching recommended plugins for Visual Studio that would enhance productivity and streamline the coding process. Key plugins downloaded included extensions for HTML, CSS, and JavaScript support, as well as tools for debugging and version control.

I also installed extensions that would help with following the tutorial more effectively, such as live server extensions for real-time preview of changes, and syntax highlighters to improve code readability. These tools were chosen based on their compatibility with the project requirements and their ability to enhance the development workflow.

Once all necessary plugins and extensions were installed, I tested them to ensure they were working correctly and integrated smoothly with Visual Studio. This setup process was crucial to avoid potential interruptions or issues while following the tutorial and building the website.

Screenshots



[Link to Statement of Intent](#)

This session aligns with the statement of intent by equipping the development environment with the necessary tools to build a professional website. Downloading and setting up the required plugins and extensions ensures that I am well-prepared to follow the tutorial and efficiently develop the website for the game studio project. This preparation is a foundational step in achieving the overall goal of creating a functional and well-designed website.

Difficulties Faced and solutions to issues

One difficulty faced was selecting the most appropriate plugins from the vast array of available options. To address this, I relied on reviews and recommendations from trusted sources within the development community. Another challenge was ensuring that all extensions were compatible with each other and with Visual Studio. This was resolved by testing each extension individually and as part of the overall setup to ensure seamless integration.

Date:

Intention for session

The intention for this session was to organize the Visual Studio project by setting up folders and establishing a consistent naming convention for HTML, CSS, and JavaScript files. This organization aims to create a structured and efficient workflow for the development process.

What happened in session

The session began with setting up the project structure in Visual Studio. I created separate folders for HTML, CSS, and JavaScript files to keep the project organized and ensure that files are easy to locate and manage. Each folder was named clearly to reflect its contents, such as "html," "css," and "js," making it straightforward to navigate the project directory.

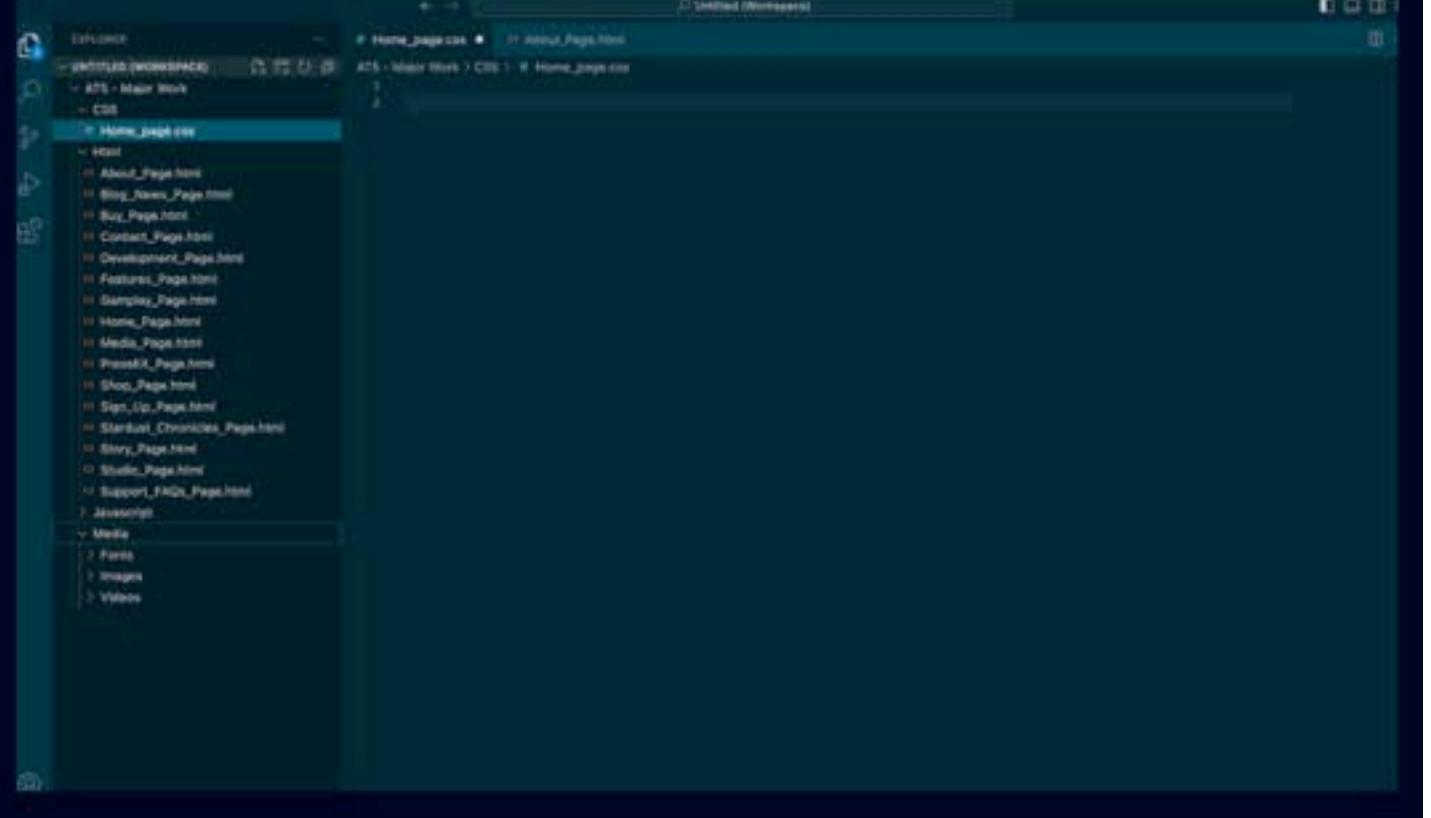
Next, I focused on establishing a consistent naming convention for the files. This involved naming HTML files with descriptive and relevant titles, such as "index.html" for the main page and "about.html" for the about page. For CSS files, I followed a similar approach. JavaScript files were named in a way that reflected their functionality, such as "app.js" and "utilities.js."

This organizational setup not only made the project more manageable but also improved the efficiency of the development process by reducing the time spent searching for specific files and ensuring a logical structure.

Difficulties Faced and solutions to issues

One difficulty faced was determining the best naming conventions that would be both descriptive and easy to understand. To address this, I researched common naming practices in web development and adapted them to fit the project's needs. Another challenge was ensuring that the folder structure was intuitive and scalable for future additions to the project. This was resolved by planning the structure in advance and considering potential future requirements, allowing for a flexible and organised system.

Screenshots



Link to Statement of Intent

This session aligns with the statement of intent by laying the groundwork for a well-organized and efficient development environment. Setting up folders and establishing consistent naming conventions are critical steps in maintaining a structured workflow, which will facilitate easier management and collaboration as the project progresses. This organization directly contributes to the overall goal of developing a professional and well-maintained game studio website.

Date:

Intention for session

The intention for this session was to begin the actual coding of the website in Visual Studio by following a tutorial that aligns with the desired aesthetic for the major work. This step is aimed at translating design ideas into functional code and building a visually appealing website.

What happened in session

The session started with opening Visual Studio and setting up the workspace to follow the chosen tutorial. The tutorial was selected for its alignment with the aesthetic and design principles intended for the website. This tutorial provided step-by-step guidance on coding techniques and design elements that matched the envisioned style.

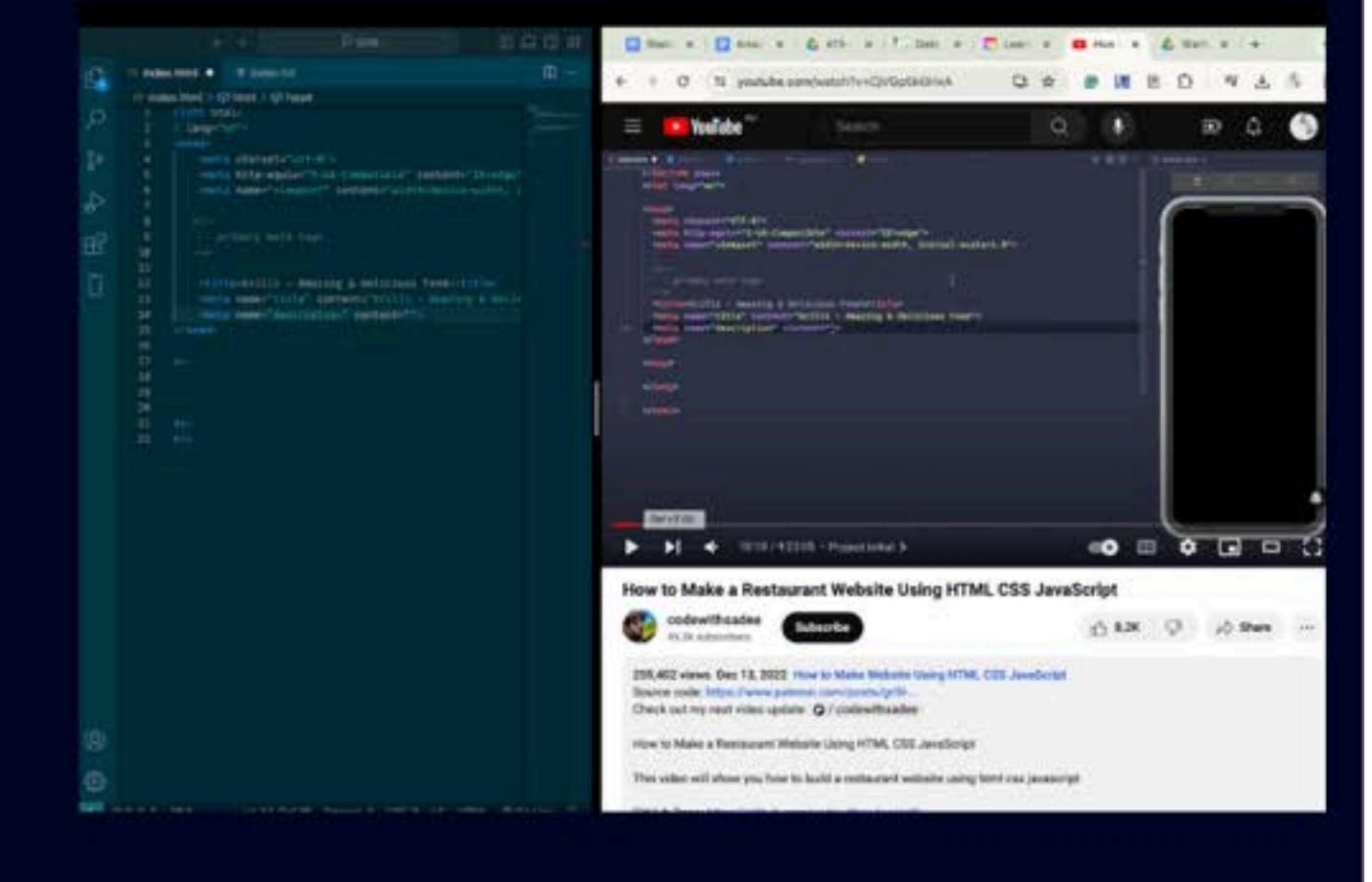
I began coding the basic structure of the website, creating the initial HTML framework. This included setting up the header, navigation, and footer sections as outlined in the tutorial. Following the HTML setup, I started incorporating CSS to style the website, focusing on achieving the specific aesthetic goals. This involved defining colors, fonts, and layout properties that matched the desired look and feel.

Throughout the process, I made sure to test the website regularly using live preview extensions to see how the changes appeared in real-time. This iterative approach helped in making immediate adjustments and ensuring that the design was progressing as planned.

Difficulties Faced and solutions to issues

One difficulty encountered was understanding and applying some of the more advanced CSS techniques presented in the tutorial. To overcome this, I supplemented the tutorial with additional resources and practice exercises to gain a better grasp of these concepts. Another challenge was ensuring that the coded elements matched the desired aesthetic exactly. This was addressed by carefully comparing the coded output with the design mockups and making necessary adjustments to the CSS properties.

Screenshots



Link to Statement of Intent

This session aligns with the statement of intent by moving from planning and preparation to actual implementation. By starting the coding process and following a tutorial that matches the desired aesthetic, significant progress has been made towards creating a visually appealing and functional website. This work is a critical step in developing a professional web presence for the game studio, which is a key component of the major project.

| Date: | Intention for session |
|--|--|
| | <p>The intention for this session was to continue the initial development of the project by defining CSS elements, including colors, gradients, and other stylistic attributes. This step aimed to further refine the visual appearance of the website and ensure consistency with the desired aesthetic.</p> |
| What happened in session | |
| | <p>During this session, I focused on defining CSS elements to style the website according to the planned design and aesthetic preferences. I began by selecting a color palette that aligned with the studio's branding and overall theme. This involved choosing primary and secondary colors that complemented each other and conveyed the desired tone for the website.</p> <p>Next, I implemented these colors throughout the website using CSS. This included setting background colors, text colors, and border colors to create a cohesive visual identity. I also experimented with gradients to add depth and visual interest to specific elements, such as headers, buttons, and sections of content. Adjustments were made iteratively to ensure that the gradients enhanced the overall design without overwhelming the user interface.</p> <p>Additionally, I defined other CSS properties such as font styles, sizes, and weights to achieve consistency in typography across the website. This step was crucial in maintaining readability and ensuring that text elements aligned with the studio's branding guidelines.</p> |
| Difficulties Faced and solutions to issues | |
| | <p>One difficulty encountered was achieving a balance between vibrant colors and maintaining a professional appearance. To address this, I solicited feedback from peers and mentors to ensure that the color choices were visually appealing and aligned with industry standards. Another challenge was ensuring cross-browser compatibility and responsiveness while defining CSS elements. This was resolved by testing the website on different browsers and devices, making necessary adjustments to CSS media queries and properties.</p> |

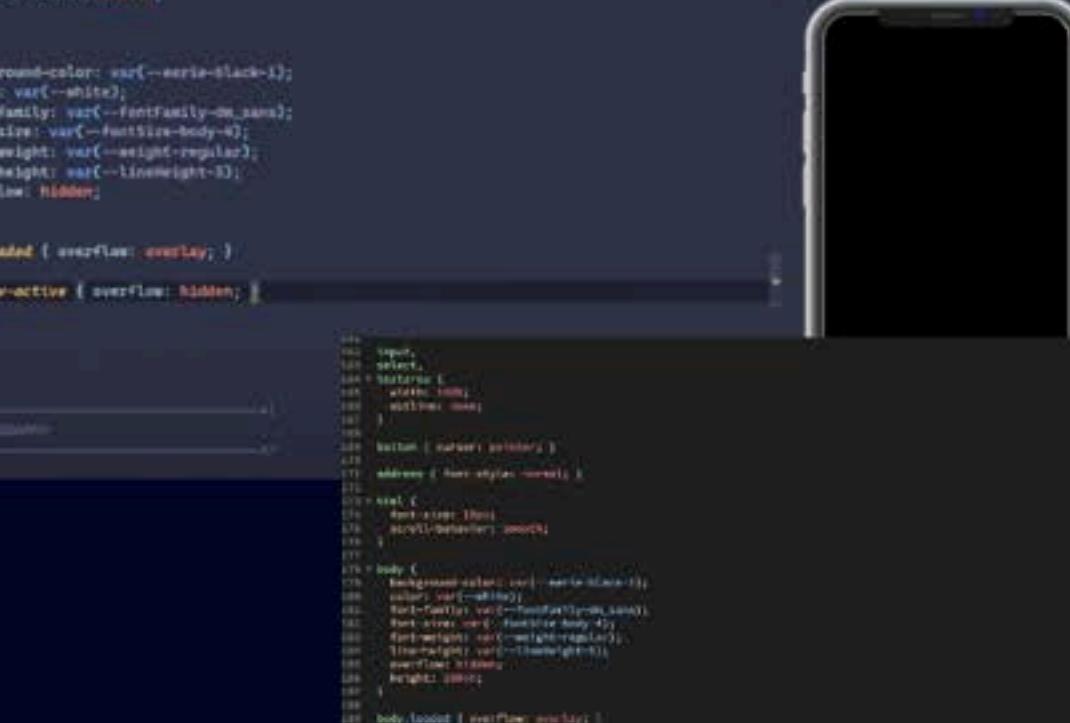
Screenshots

Link to Statement of Intent

This session directly supports the statement of intent by advancing the development of website and refining its visual design through CSS styling. Defining colors, gradients, and other stylistic attributes contributes to creating a cohesive and visually appealing user experience that reflects the game studio's brand identity. These efforts are essential in achieving the overarching goal of developing a professional and engaging website as part of the major project in multimedia.

| Date: | Intention for session |
|-------|--|
| | <p>The intention for this session was to code the top bar of the website following a tutorial, utilizing the elements and graphics provided in the tutorial. This step aimed to implement a crucial component of the website's navigation and user interface design.</p> |
| | What happened in session |
| | <p>During this session, I focused on coding the top bar of the website based on the tutorial instructions. The tutorial provided specific elements and graphics to be used in creating the top navigation bar, including icons, buttons, and layout guidelines.</p> <p>I began by structuring the HTML markup for the top bar, incorporating elements such as the logo or brand icon, navigation links, and any additional buttons or icons specified in the tutorial. This involved ensuring semantic HTML5 tags were used appropriately for accessibility and SEO purposes.</p> <p>Next, I applied CSS styling to the top bar to achieve the desired visual design outlined in the tutorial. This included defining the positioning, dimensions, and styling of each element within the top bar. I used CSS to customize the appearance of navigation links, buttons, and icons, ensuring they aligned with the overall aesthetic of the website.</p> <p>Throughout the coding process, I referred back to the tutorial to ensure accurate implementation of the provided graphics and elements. This involved adjusting CSS properties, such as padding, margins, and alignment, to achieve pixel-perfect rendering as described in the tutorial.</p> |
| | Difficulties Faced and solutions to issues |
| | <p>One difficulty encountered was aligning the elements and graphics precisely according to the tutorial's specifications. To address this, I utilized CSS flexbox and grid layouts for better control over element positioning and alignment. Another challenge was ensuring responsiveness across different screen sizes while maintaining the integrity of the top bar design. This was resolved by implementing CSS media queries and testing the responsiveness of the top bar on various devices and screen resolutions.</p> |

Screenshots



```
html {
  font-size: 16px;
  scroll-behavior: smooth;
}

body {
  background-color: var(--eerie-black-1);
  color: var(--white);
  font-family: var(--fontfamily-m-sans);
  font-size: var(--fontsize-body-4);
  font-weight: var(--weight-regular);
  line-height: var(--lineheight-3);
  overflow: hidden;
}

body-loaded { overflow: overlay; }

body.nav-active { overflow: hidden; }

input,
select,
button {
  background-color: transparent;
  border: 1px solid var(--white);
  border-radius: 10px;
  color: var(--white);
  font-size: 14px;
  padding: 10px;
  width: 100px;
}

button { cursor: pointer; }

address { font-style: normal; }

a {
  color: var(--white);
  text-decoration: none;
}

body {
  background-color: var(--eerie-black-1);
  color: var(--white);
  font-family: var(--fontfamily-m-sans);
  line-height: var(--lineheight-4);
  font-weight: var(--weight-regular);
  line-height: var(--lineheight-3);
  overflow: hidden;
  height: 100vh;
}

body.loaded { overflow: overlay; }

body.nav-active { overflow: hidden; }

a:link { color: var(--white); }

a:visited { background-color: transparent; }
```

[Link to Statement of Intent](#)

This session aligns with the statement of intent by progressing in the development of the website's user interface components based on established tutorials and design guidelines. Coding the top bar using elements and graphics provided in the tutorial contributes to achieving a cohesive and professional look for the website. This work supports the overall goal of creating a visually appealing and functional website that enhances the game studio's online presence as part of the multimedia major project.

Date:

Intention for session

The intention for this session was to complete the coding of the top bar section of the website by following a tutorial. This step aimed to finalise a critical component of the website's navigation and user interface.

What happened in session

During this session, I focused on finalising the top bar section of the website. Following the tutorial, I ensured that all elements and graphics were accurately implemented and styled according to the provided guidelines. This involved revisiting the HTML and CSS code to make any necessary adjustments and refinements.

I thoroughly reviewed the HTML markup for the top bar, ensuring that all elements such as the logo, navigation links, and buttons were correctly positioned and semantically structured. After confirming the HTML structure, I focused on perfecting the CSS styling. This included fine-tuning properties such as padding, margins, fonts, colors, and hover effects to achieve a polished and professional look.

To ensure the top bar was fully responsive, I tested it across different devices and screen sizes. This involved making further adjustments to the CSS media queries and layout properties to maintain a consistent and functional appearance on various resolutions.

Difficulties Faced and solutions to issues

One difficulty encountered was ensuring the top bar's responsiveness and compatibility across different browsers. This was resolved by using cross-browser testing tools and making necessary CSS adjustments to address any discrepancies. Another challenge was achieving the exact visual design as demonstrated in the tutorial. This was addressed by carefully reviewing the tutorial steps and making iterative changes to the CSS until the desired outcome was achieved.

Screenshots

Link to Statement of Intent

Completing the top bar section aligns with the statement of intent by advancing the development of the website's user interface, following established design guidelines and tutorials. This achievement marks a significant milestone in creating a cohesive and functional website that reflects the game studio's brand identity. The finalized top bar contributes to the overall goal of developing a professional and engaging online presence for the game studio as part of the multimedia major project.

Date:

Intention for session

The intention for this session was to begin working on the header section that will sit at the top of the website, following the same tutorial used for the top bar. This step aimed to integrate the header seamlessly with the top bar and ensure the overall design is consistent.

What happened in session

During this session, I focused on developing the header section of the website. Using the same tutorial, I followed the instructions to create a visually appealing and functional header. This involved adding HTML elements such as the website title, tagline, and any other relevant content that should appear in the header.

I structured the HTML markup to ensure that the header was properly positioned above the top bar. After setting up the basic structure, I moved on to styling the header with CSS. This included defining properties such as background color, font styles, spacing, and alignment to match the overall aesthetic of the website.

As I progressed, I encountered a few bugs and inconsistencies. Some elements did not align correctly, and certain styles were not applying as expected. To address these issues, I carefully reviewed the HTML and CSS code, comparing it with the tutorial to identify any discrepancies. I also used browser developer tools to debug and test changes in real-time.

Difficulties Faced and solutions to issues

One difficulty faced was ensuring that the header integrated smoothly with the top bar without causing layout issues. To resolve this, I adjusted the CSS properties and utilized flexbox and grid layouts for better control over positioning. Another challenge was fixing bugs related to inconsistent styling and alignment. This was addressed by thorough debugging and testing, making necessary corrections to the code.

Screenshots

Link to Statement of Intent

This session aligns with the statement of intent by continuing the development of the website's user interface components, ensuring that the header section is designed and implemented consistently with the rest of the site. By working on the header and fixing any bugs encountered, significant progress was made towards achieving a cohesive and professional website for the game studio. This work supports the overall goal of developing a well-designed and functional website as part of the multimedia major project.

Date:

Intention for session

The intention for this session was to continue developing the header section by adding navigation links that allow users to seamlessly move to different sections of the single-page website. Additionally, more details were to be added to enhance the header's functionality and visual appeal.

What happened in session

During this session, I focused on enhancing the header section by incorporating navigation links that facilitate smooth scrolling to different sections of the single-page website. Following the tutorial, I added anchor links to the header, ensuring that each link was properly connected to its corresponding section on the page.

I started by updating the HTML markup of the header to include navigation links. Each link was given an anchor tag pointing to a specific section ID within the HTML structure. This setup enabled users to click on the header links and be smoothly scrolled to the relevant section of the page.

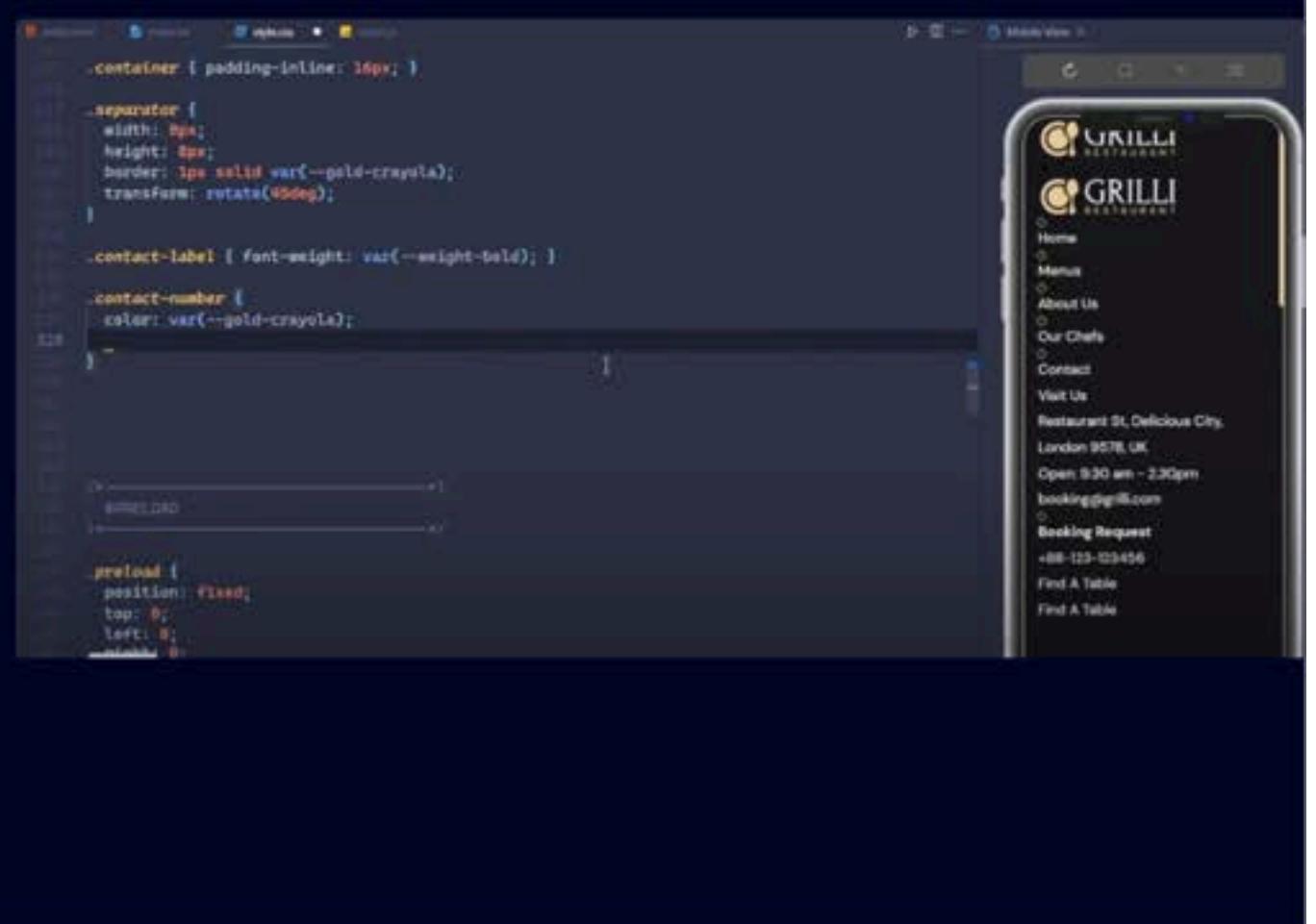
After setting up the links, I styled them using CSS to ensure they were visually appealing and consistent with the overall design. This included defining hover effects, active states, and ensuring proper spacing and alignment within the header.

To further enhance the header, I added additional details such as icons, dropdown menus, or any other interactive elements specified in the tutorial. These additions aimed to improve the user experience and provide a more comprehensive navigation system.

Difficulties Faced and solutions to issues

One difficulty faced was ensuring that the smooth scrolling effect worked seamlessly across different browsers and devices. To address this, I tested the navigation links on multiple browsers and devices, making adjustments to the JavaScript and CSS as needed to ensure consistent behavior. Another challenge was maintaining the visual consistency of the header while adding new elements and details. This was resolved by carefully reviewing the design guidelines and making iterative adjustments to the CSS.

Screenshots



Link to Statement of Intent

This session aligns with the statement of intent by enhancing the functionality and user experience of the website's header section. Adding navigation links that facilitate smooth scrolling to different sections contributes to a seamless and user-friendly interface. Further detailing the header with additional interactive elements supports the goal of creating a visually appealing and functional website for the game studio, aligning with the overall objectives of the multimedia major project.

Date:

Intention for session

The intention for this session was to further develop the header section by creating a dropdown menu and adding other extra features as guided by the tutorial. This step aimed to enhance the functionality and interactivity of the header.

What happened in session

During this session, I focused on adding a drop down menu to the header section to provide a more dynamic and user-friendly navigation experience. Following the tutorial, I started by updating the HTML structure to include the necessary elements for the dropdown menu.

I added a new navigation item to the header, which contained the dropdown menu. This involved creating a nested list within the main navigation list, ensuring that the dropdown items were correctly structured and semantically accurate. I then moved on to styling the dropdown menu with CSS to match the overall design of the website. This included defining the appearance of the menu items, hover effects, and transitions to ensure a smooth and visually appealing dropdown experience.

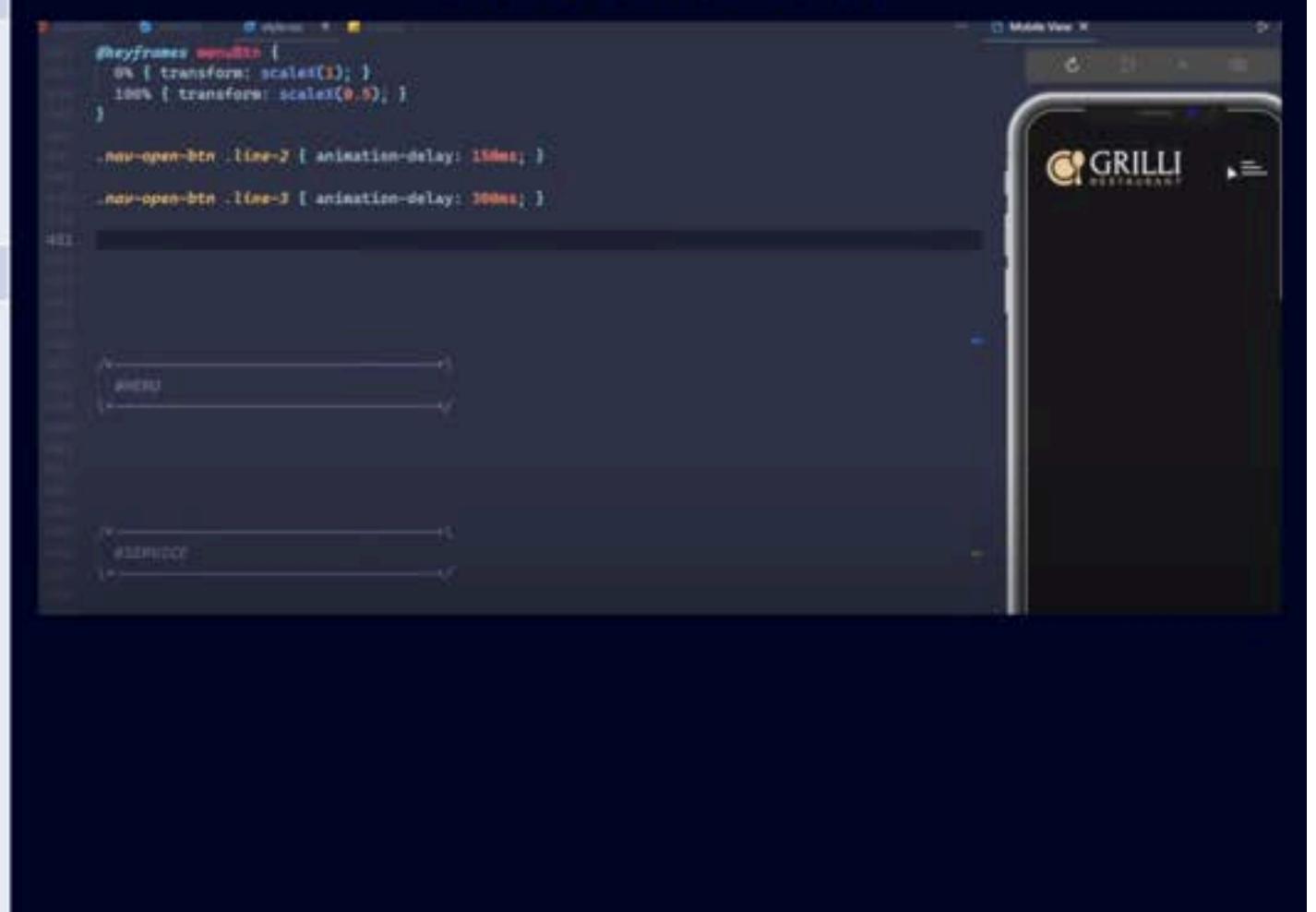
In addition to the dropdown menu, I added a few other extras to the header, such as additional icons or buttons, as specified in the tutorial. These enhancements aimed to provide more functionality and improve the overall user experience.

To ensure everything worked seamlessly, I tested the dropdown menu and other new features across different browsers and devices. This testing phase was crucial to identify and fix any bugs or inconsistencies.

Difficulties Faced and solutions to issues

One difficulty encountered was ensuring that the dropdown menu was both functional and visually appealing across all devices. To address this, I used CSS media queries to make the dropdown menu responsive and tested it on various screen sizes. Another challenge was integrating the new features without disrupting the existing layout and design. This was resolved by carefully reviewing and adjusting the CSS to maintain visual consistency.

Screenshots



Link to Statement of Intent

This session aligns with the statement of intent by further enhancing the header section of the website, contributing to a more interactive and user-friendly navigation system. Adding a dropdown menu and other extras improves the functionality and overall user experience, supporting the goal of creating a professional and engaging website for the game studio. This progress is crucial in achieving the objectives of the multimedia major project.

Date:

Intention for session

The intention for this session was to complete the header section and add an overlay layer over an image, following the tutorial. This step aimed to finalize the header's design and functionality, while also serving as a refresher on coding skills necessary for the final project.

What happened in session

During this session, I focused on finishing the header section of the website. Following the tutorial, I made the final adjustments to ensure all elements were correctly implemented and styled. This included refining the CSS for the dropdown menu, navigation links, and other interactive elements.

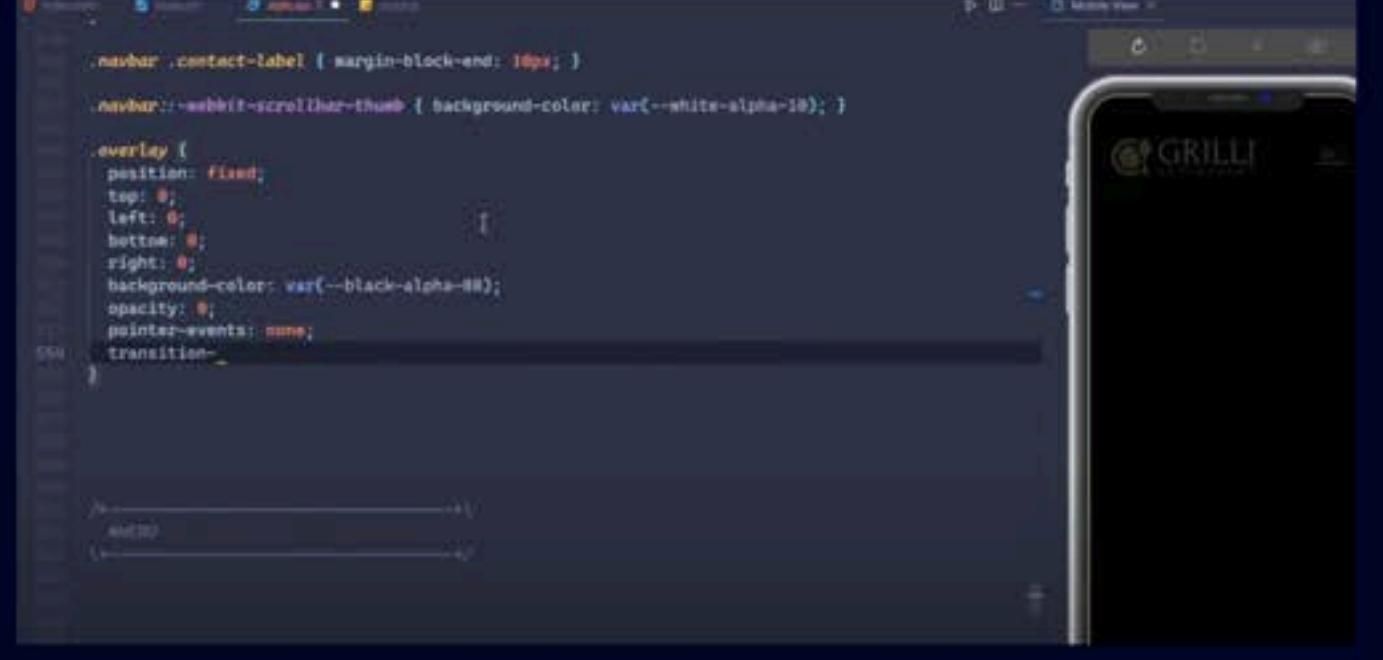
A significant part of this session was adding an overlay layer over an image in the header. This overlay was designed to enhance the visual appeal of the header by providing a stylish background effect. Using the tutorial as a guide, I created the overlay using CSS properties such as background-color, opacity, and z-index to achieve the desired effect.

Once the overlay was implemented, I tested the header to ensure that all elements were functioning as expected and that the visual design was consistent across different browsers and devices. This comprehensive testing was essential to identify and resolve any remaining issues or bugs.

Difficulties Faced and solutions to issues

One difficulty encountered was ensuring that the overlay did not obscure important content within the header. To resolve this, I carefully adjusted the opacity and layering properties to balance visibility and design aesthetics. Another challenge was maintaining a smooth and responsive design across various screen sizes. This was addressed by using CSS media queries and conducting thorough testing to ensure a consistent experience.

Screenshots



Link to Statement of Intent

Completing the header and adding the overlay layer aligns with the statement of intent by finalizing a crucial part of the website's user interface and enhancing its visual design. This session served as a valuable refresher on coding skills and techniques that will be essential for the final project. By successfully implementing these elements, significant progress has been made towards creating a professional and engaging website for the game studio, supporting the overall goals of the multimedia major project.

Date:

Intention for session

The intention for this session was to move on to the next section of the tutorial, focusing on creating the hero section of the website. The hero section serves as the main body of the website where the majority of the content is displayed.

What happened in session

During this session, I began working on the hero section of the website, following the instructions provided in the tutorial. The hero section is a crucial part of the website as it holds the primary content and engages visitors with key information and visuals.

I started by setting up the HTML structure for the hero section. This involved creating a container for the main content and adding various elements such as headings, paragraphs, images, and call-to-action buttons. The tutorial provided clear guidance on how to organize these elements to achieve an effective and visually appealing layout.

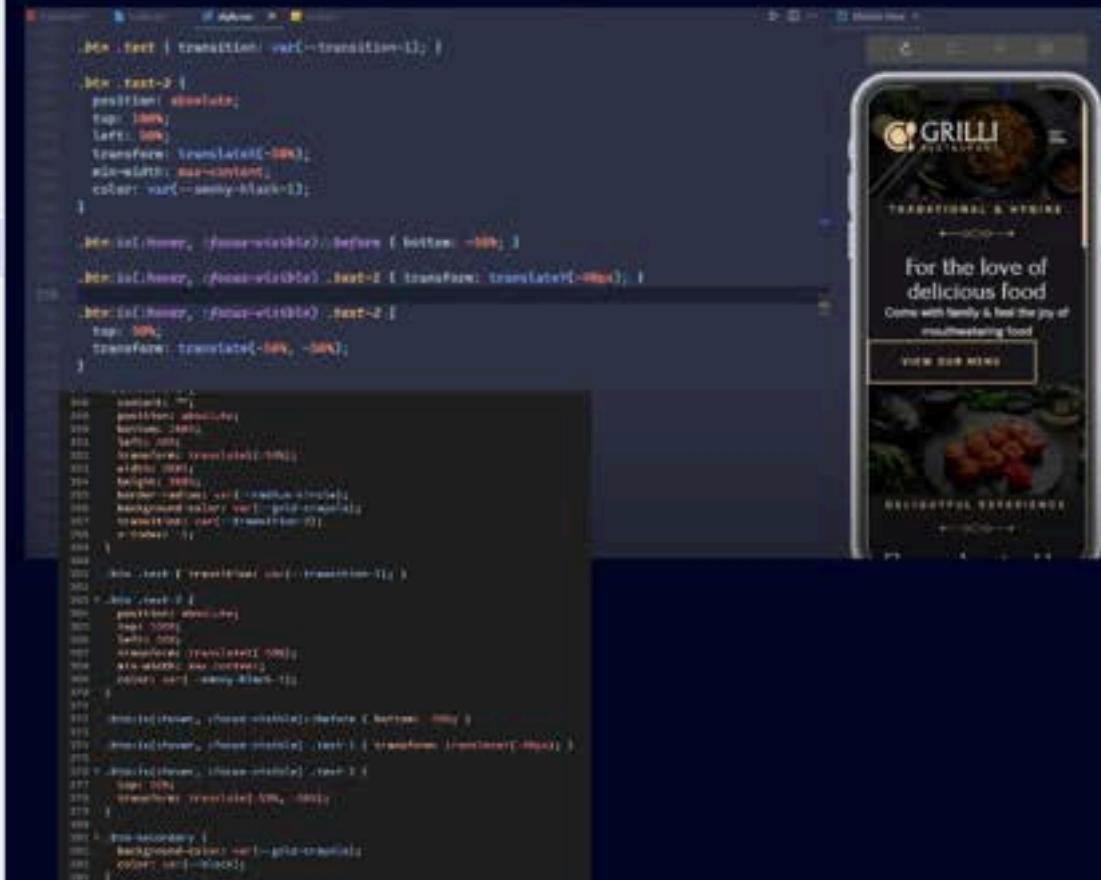
Next, I applied CSS styling to the hero section to ensure it matched the overall aesthetic of the website. This included defining background images, colors, fonts, and spacing. I also implemented CSS flexbox and grid layouts to arrange the content in a responsive and visually pleasing manner.

As I progressed, I tested the hero section across different screen sizes and devices to ensure it was fully responsive and functioned as intended. This testing phase was crucial to identify any layout issues and make necessary adjustments.

Difficulties Faced and solutions to issues

One difficulty encountered was ensuring that the hero section content was well-balanced and not overcrowded. To address this, I carefully followed the tutorial guidelines and made iterative adjustments to the layout and spacing. Another challenge was optimizing the hero section for different screen sizes. This was resolved by using CSS media queries and testing the design on various devices to ensure a consistent user experience.

Screenshots



Link to Statement of Intent

This session aligns with the statement of intent by progressing to the main content area of the website, ensuring that the hero section is designed and implemented effectively. Creating the hero section is a significant step in building a professional and engaging website for the game studio. By following the tutorial and addressing any challenges, I am making steady progress towards achieving the overall goals of the multimedia major project.

| Date: | Intention for session |
|---|-----------------------|
| The intention for this session was to continue developing the hero section by adding assets provided in the tutorial, such as paragraphs and images, and then styling them to fit the overall design of the website. | |
| What happened in session | |
| During this session, I focused on enhancing the hero section by incorporating the assets provided in the tutorial. These assets included text content and images that are essential for conveying the main message and engaging visitors. | |
| I began by adding the paragraphs and images into the HTML structure of the hero section. This involved carefully placing the text and images within the appropriate container elements to ensure a logical and visually appealing layout. Following the tutorial, I ensured that each element was correctly nested and semantically appropriate. | |
| Once the assets were in place, I moved on to styling them with CSS to ensure they fit seamlessly into the overall design of the website. This included defining font styles, sizes, and colors for the text to ensure readability and consistency with the rest of the site. For the images, I adjusted properties such as size, alignment, and margins to ensure they were well-integrated into the hero section. | |
| To maintain a cohesive design, I applied additional styling to create a harmonious balance between text and images. This involved fine-tuning the spacing, padding, and alignment to ensure the content was both visually appealing and easy to navigate. | |
| Difficulties Faced and solutions to issues | |
| One difficulty faced was ensuring that the text and images were well-balanced and did not overcrowd the hero section. To address this, I followed the tutorial recommendations and made iterative adjustments to the layout and styling. Another challenge was maintaining a responsive design across different devices. This was resolved by using CSS media queries and testing the hero section on various screen sizes to ensure a consistent and user-friendly experience. | |

Screenshots

```
label-1 { font-size: var(--fontSize-label-1); }
label-2 { font-size: var(--fontSize-label-2); }

* 282 REUSED STYLES
  ↴
  container { padding-inline: 16px; }

  separator {
    width: 8px;
    height: 8px;
    border: 1px solid var(--gold-crayola);
    transform: rotate(45deg);
  }

  contact-label { font-weight: var(--weight-bold); }

  contact-number {
    color: var(--gold-crayola);
    max-width: max-content;
    margin-inline: auto;
  }

  ↴
  When Clicked ↴
```



Link to Statement of Intent

This session aligns with the statement of intent by further developing the main content area of the website, ensuring that the hero section is populated with engaging and well-styled content. By adding and styling the provided assets, significant progress has been made towards creating a professional and visually appealing website for the game studio. This work supports the overall goals of the multimedia major project by enhancing the site's ability to effectively communicate and engage with visitors.

| Date: | Intention for session |
|--|---|
| | <p>The intention for this session was to complete the hero section by creating buttons and other interactive elements, following the tutorial guidance. This step aimed to finalize the main content area of the website, enhancing its functionality and user engagement.</p> |
| What happened in session | |
| | <p>During this session, I focused on finishing the hero section by adding buttons and other elements as outlined in the tutorial. These components are essential for providing interactivity and guiding users through the website.</p> <p>I started by creating buttons that align with the overall design of the website. This involved adding the necessary HTML elements and then styling them with CSS to ensure they were visually appealing and consistent with the site's theme. The buttons included call-to-action elements designed to prompt user interaction.</p> <p>In addition to buttons, I added other interactive elements such as icons and links to enhance the functionality of the hero section. These elements were integrated seamlessly into the existing layout, ensuring that they contributed to a cohesive user experience.</p> <p>After implementing these elements, I tested their functionality across different browsers and devices. This testing phase was crucial to ensure that the buttons and interactive elements worked as intended and provided a smooth user experience.</p> |
| Difficulties Faced and solutions to issues | |
| | <p>One difficulty encountered was ensuring that the buttons were both functional and aesthetically pleasing across various devices. To address this, I used responsive design techniques and CSS media queries to adjust the button styles for different screen sizes. Another challenge was maintaining the visual consistency of the hero section while adding new elements. This was resolved by carefully reviewing the design guidelines and making iterative adjustments to the CSS.</p> |

Screenshots

```
<section class="section about text-center" aria-labelledby="about-label" id="about">
  <div class="container">
    <div class="about-content">
      </div>
    <div class="about-banner">
      
    </div>
  </div>
</section>
</article>
</main>
```



Link to Statement of Intent

This session aligns with the statement of intent by finalizing the hero section, a critical part of the website's main content area. By adding buttons and other interactive elements, the website's functionality and user engagement have been significantly enhanced. Completing the hero section is a major milestone in the development of a professional and engaging website for the game studio, supporting the overall goals of the multimedia major project.

Intention for session

The intention for this session was to start working on the next sections of the website tutorial, specifically focusing on the service and about sections. This step aimed to continue building the website by adding essential content and ensuring it functions correctly.

What happened in session

During this session, I shifted my focus to the service and about sections of the website, as guided by the tutorial. These sections are crucial for providing information about the services offered and details about the game studio.

I began by adding the necessary HTML elements for both the service and about sections. This included headings, paragraphs, images, and any other content specified in the tutorial. Following the structured approach provided, I ensured that each element was correctly placed and semantically appropriate.

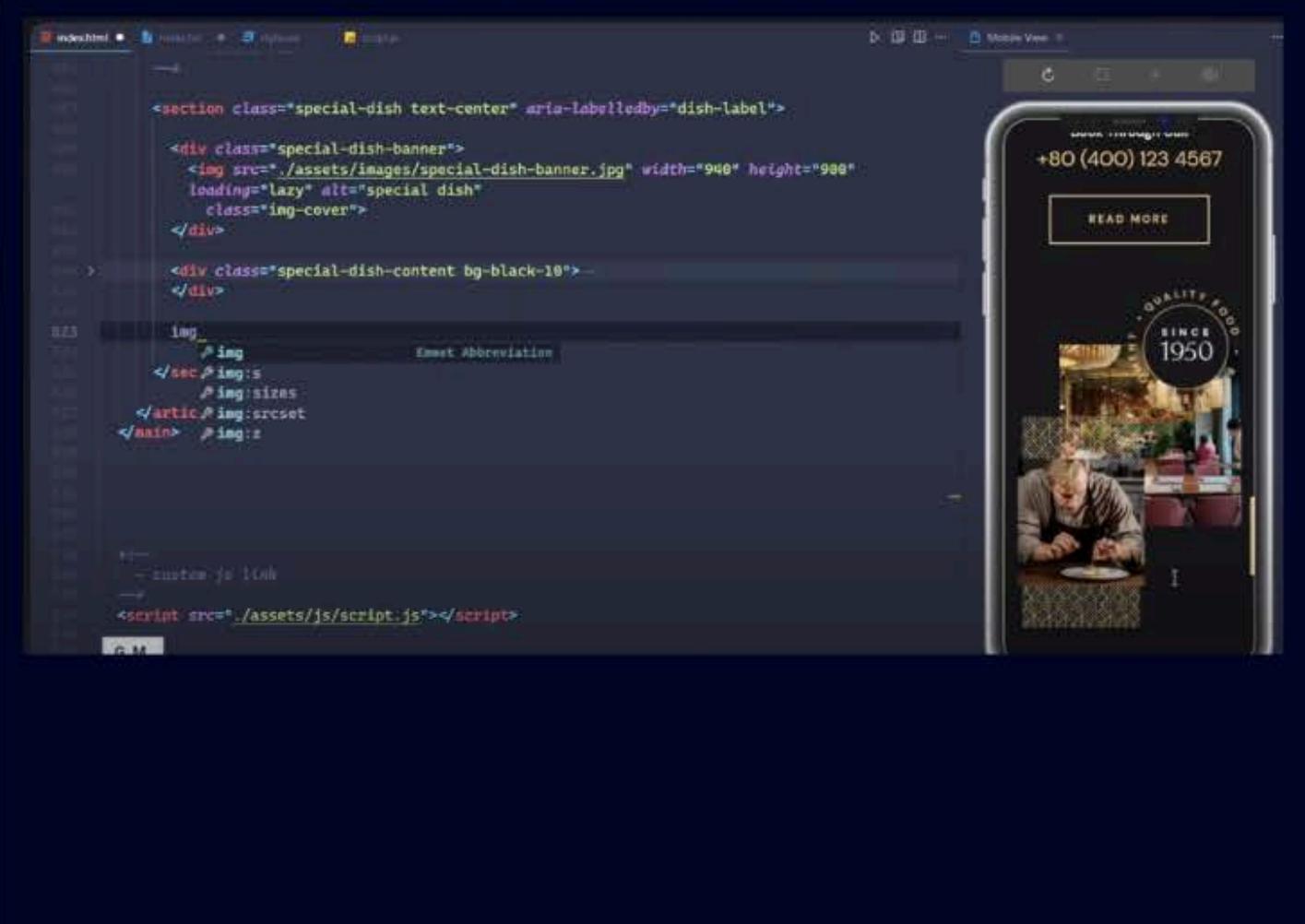
After setting up the HTML structure, I moved on to styling these sections with CSS to ensure they were visually cohesive with the rest of the website. This included defining font styles, colors, spacing, and layout properties. I also utilized CSS flexbox and grid layouts to achieve a responsive design that works well on various devices.

As I progressed, I encountered a few bugs and inconsistencies. Some elements did not align correctly, and certain styles were not applying as expected. To address these issues, I carefully reviewed the HTML and CSS code, comparing it with the tutorial to identify any discrepancies. I used browser developer tools to debug and test changes in real-time.

Difficulties Faced and solutions to issues

One difficulty faced was ensuring that the service and about sections integrated smoothly with the existing layout. To resolve this, I adjusted the CSS properties and utilised flexbox and grid layouts for better control over positioning. Another challenge was fixing bugs related to inconsistent styling and alignment. This was addressed by thorough debugging and testing, making necessary corrections to the code.

Screenshots



Link to Statement of Intent

This session aligns with the statement of intent by continuing the development of the website's main content areas, ensuring that the service and about sections are designed and implemented effectively. By working on these sections and fixing any bugs encountered, significant progress has been made towards creating a professional and informative website for the game studio. This work supports the overall goal of developing a well-designed and functional website as part of the multimedia major project.

Intention for session

The intention for this session was to continue developing the website by working on the menu, special dish, and testimonial sections as guided by the tutorial. This step aimed to further populate the website with important content and enhance its functionality.

What happened in session

During this session, I focused on adding and styling the menu, special dish, and testimonial sections of the website. Following the tutorial, I began by setting up the HTML structure for these sections, ensuring that all elements were correctly placed and semantically appropriate.

For the menu section, I added items such as dish names, descriptions, and prices. I then styled this section using CSS to create an attractive and readable layout. This involved defining font styles, colors, and spacing to ensure that the menu was visually appealing and easy to navigate.

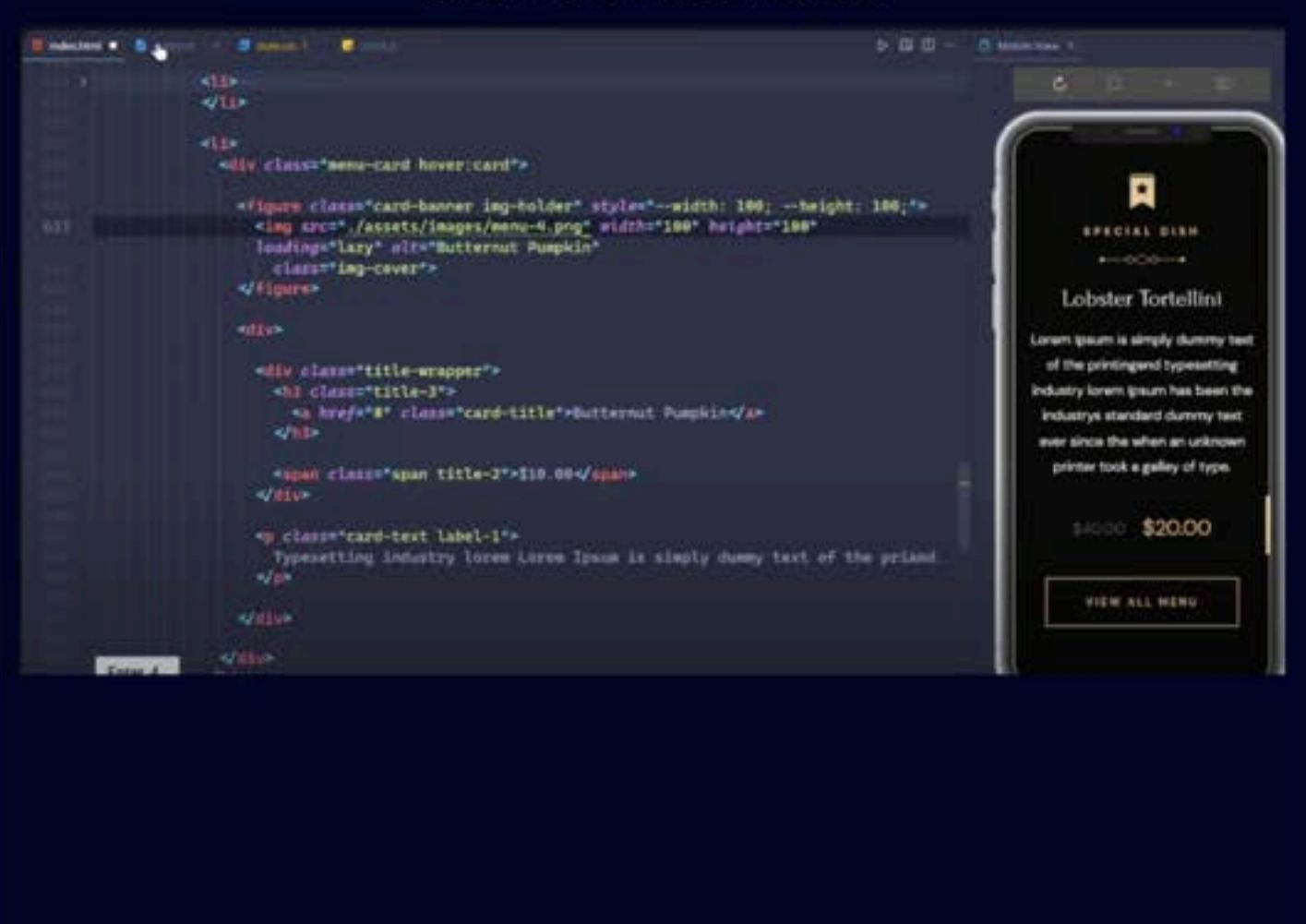
Next, I moved on to the special dish section, which highlights specific dishes or offers. I added relevant images and descriptions, making sure that the section stood out visually. I used CSS to create a distinctive design that draws attention to the special dishes.

The testimonial section was the final focus of this session. I added customer testimonials, including text and images of the customers. Styling this section involved ensuring that the testimonials were presented in a visually appealing and readable format. I used CSS to define layout properties, such as margins, padding, and font styles.

Difficulties Faced and solutions to issues

One difficulty was ensuring that the menu, special dish, and testimonial sections were visually consistent with the rest of the website. To address this, I carefully reviewed and adjusted the CSS properties to maintain a cohesive design. Another challenge was aligning elements correctly and ensuring readability. This was resolved by thorough testing and debugging, making iterative adjustments to the code as needed.

Screenshots



Link to Statement of Intent

This session aligns with the statement of intent by continuing the development of the website's content areas, specifically the menu, special dish, and testimonial sections. By working on these sections and learning valuable skills along the way, significant progress has been made towards creating a professional and engaging website for the game studio. This work supports the overall goal of developing a well-designed and functional website as part of the multimedia major project.

Date:

Intention for session

The intention for this session was to complete the web tutorial and transition into using the finished website as a template for further development. This includes modifying the existing structure, integrating more complex algorithms, and adding advanced graphics to enhance the site's functionality and visual appeal. Changing the website code, to suit my needs for this project

What happened in session

During this session, I successfully completed the web tutorial, which provided a solid foundation for the website's design and functionality. With the core structure and styling now in place, I have begun the process of customizing the website to better align with the unique needs of my game studio project.

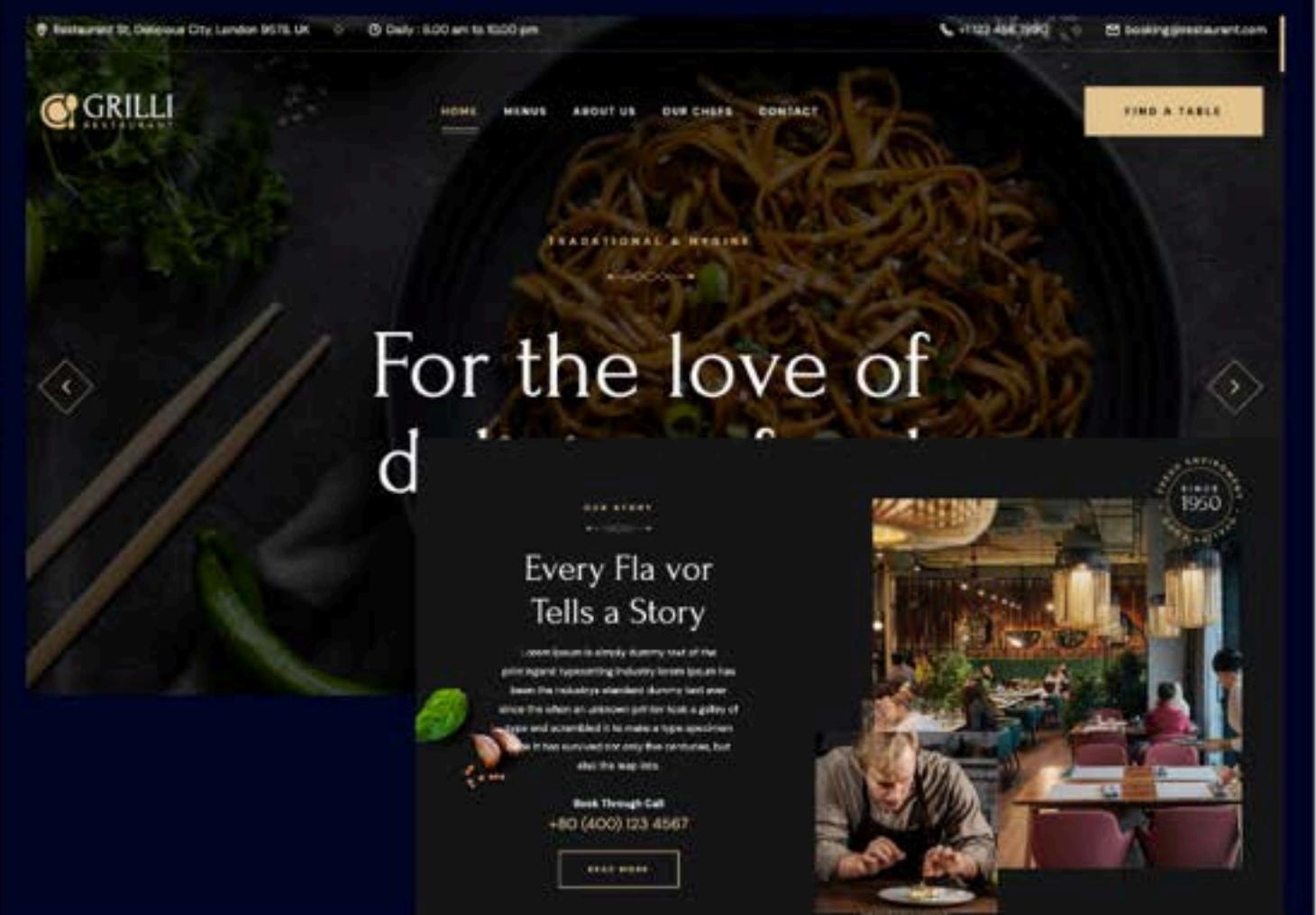
Using the completed website as a template, I started by analysing the existing code to identify areas where I could incorporate more advanced features. This includes mixing and matching elements to create a more dynamic user experience and experimenting with different design elements to make the site stand out. I also began planning the integration of complex algorithms that will drive the interactive aspects of the website, such as real-time data processing or custom animations.

Difficulties Faced and solutions to issues

One of the challenges I encountered was adapting the tutorial generic design to better fit the specific branding and aesthetic of my game studio. To address this, I began experimenting with different color schemes, typography, and layout variations to achieve a more cohesive and personalised look.

Another challenge was ensuring that the website remains responsive and functional as I introduce more complex elements. I tackled this by carefully testing each new feature on various devices and screen sizes, making use of media queries and responsive design principles to maintain a consistent user experience.

Screenshots



Link to Statement of Intent

This session marks a significant milestone in my multimedia major project. By completing the tutorial and moving forward with the website as a template, I am now in a strong position to develop a more sophisticated and interactive online presence for my game studio. The changes and additions I plan to implement will not only enhance the website's visual appeal but also increase its functionality, aligning with my broader goals of creating a professional and engaging platform for my work.

Date:

Intention for session

The intention for this session was to conduct research on potential enhancements and unique features that could be added to the website. The goal was to identify ways to make the site stand out and reflect the distinct identity of my game studio.

What happened in session

During this session, I dedicated time to researching various design trends, advanced functionalities, and interactive elements that could elevate the website. I explored different sources, including design blogs, portfolio websites, and tutorials, to gather inspiration and ideas. I focused on three main areas for improvement:

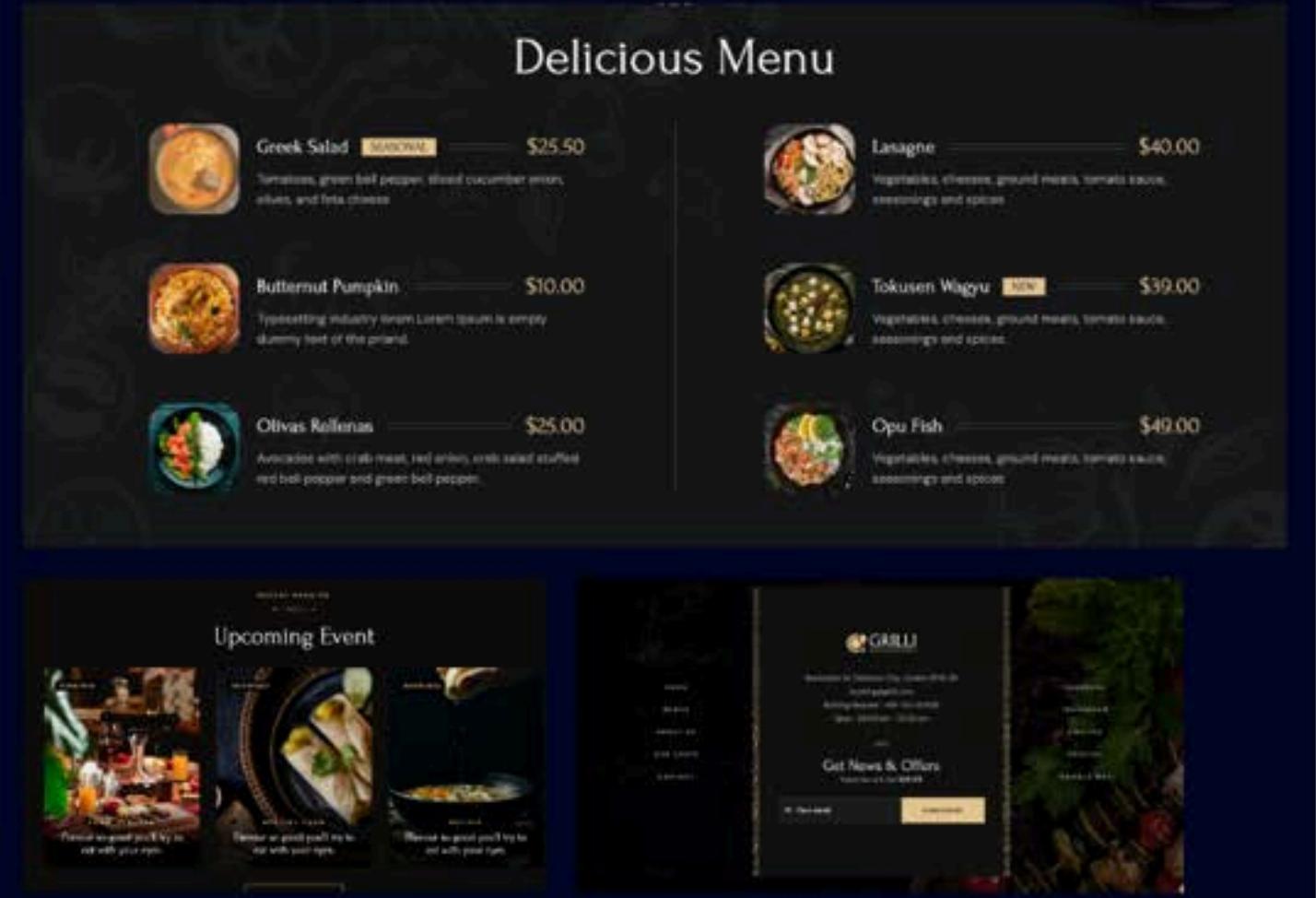
- Visual Enhancements:** I looked into incorporating dynamic visual elements, such as animations, parallax scrolling, and micro-interactions, to make the website more engaging. I also considered using bold color schemes, custom typography, and unique graphic elements to create a distinct aesthetic that aligns with my game studio's branding.
- Interactive Features:** I explored the integration of interactive components like interactive maps, sliders, and hover effects to make the site more user-friendly and immersive. I also considered adding features like a real-time chat widget or a newsletter sign-up form to enhance user engagement.
- Advanced Functionality:** I researched how to implement more complex algorithms and functionalities, such as a content management system (CMS) for easy updates, custom animations using JavaScript, and possibly integrating APIs for dynamic content or social media feeds. These features would not only make the site more functional but also provide a richer experience for visitors.

Difficulties Faced and solutions to issues

One challenge I faced was determining which features would add value without overwhelming the site or detracting from its usability. To address this, I prioritised features that align with the core objectives of the website and the needs of its users. I created a list of potential additions and ranked them based on their impact and feasibility, ensuring a balanced approach to enhancement.

Another challenge was ensuring that the new features would be compatible with the existing code and design. I made note of the technical requirements for each feature and planned to start with simpler additions before moving on to more complex ones, allowing for a smoother integration process.

Screenshots



Link to Statement of Intent

This research session was crucial for shaping the next steps in the development of my website. By identifying specific ways to personalise and enhance the site, I am now prepared to implement changes that will make the website not only visually striking but also highly functional and user-centric. These enhancements will help to achieve my overarching goal of creating a unique and engaging online presence for my game studio, setting it apart in a competitive landscape.

Date:

Intention for session

The intention for this session was to start creating custom graphics for the website using Adobe Illustrator and Photoshop. I aimed to learn new skills by following tutorials and translating my ideas into visual elements that would enhance the overall design of the site.

What happened in session

During this session, I began the process of designing graphics that will be featured on the website. To start, I sketched out rough drafts of the visuals I wanted to create, including logo concepts, icons, and other design elements that would contribute to the unique aesthetic of the site.

Next, I moved to Adobe Illustrator and Photoshop to bring these ideas to life. I followed several tutorials that introduced me to new techniques, such as creating vector graphics, applying advanced layer effects, and using various tools to refine the details of my designs. These tutorials were instrumental in helping me develop a more polished and professional look for the site.

In Illustrator, I focused on vector-based designs, perfecting shapes, lines, and typography to ensure scalability and crispness across different screen sizes. In Photoshop, I worked on more detailed and intricate graphics, such as textures, image enhancements, and layering effects that add depth and dimension to the website's visuals.

Difficulties Faced and solutions to issues

One challenge I encountered was mastering some of the more advanced tools and techniques in Illustrator and Photoshop. To overcome this, I revisited certain sections of the tutorials and practiced the skills repeatedly until I felt confident in applying them to my designs. Additionally, I explored community forums and design blogs to find tips and tricks that helped me refine my work.

Another difficulty was ensuring that my graphics matched the overall theme and color scheme of the website. To address this, I continuously referred back to the website's design elements, adjusting colors and styles as needed to maintain consistency.

Screenshots



Link to Statement of Intent

This session was a significant step towards personalizing the website and enhancing its visual appeal. By creating custom graphics, I'm ensuring that the site not only looks unique but also aligns with the branding and identity of my game studio. The skills I've acquired through this process will also be invaluable as I continue to refine and upgrade the website, making it a true reflection of my creative vision.

Date:

Intention for session

The intention for this session was to focus on creating custom graphics for specific sections of the website, starting with the main game section, which is dedicated to "Stardust Chronicles." The goal was to replace placeholder content with original designs that better represent the game's theme and aesthetic.

What happened in session

In this session, I concentrated on the "Stardust Chronicles" section of the website. This is a key area that introduces visitors to the game, so it was important to create visually compelling graphics that capture the essence of the game and engage the audience.

I began by brainstorming and sketching out concepts for the section's visuals. These included the main banner, background images, and icons that would help convey the storyline and mood of "Stardust Chronicles." After finalizing my sketches, I moved to Adobe Illustrator and Photoshop to start the design process.

For the **main banner**, I created a dynamic graphic that features key elements from the game, such as characters, celestial bodies, and futuristic landscapes. I used a combination of vector art and image editing techniques to achieve a vibrant and cohesive look. This banner serves as the focal point of the section, drawing visitors into the world of "Stardust Chronicles."

Next, I worked on **background images** that would complement the text content in the section. These backgrounds were designed to be subtle yet thematic, incorporating star fields, nebulae, and other space-related elements that align with the game's setting. I carefully adjusted the opacity and layering to ensure these backgrounds didn't overpower the text but still added depth to the page.

Finally, I created **custom icons** for the section, representing different aspects of the game, such as gameplay mechanics, characters, and story elements. These icons were designed to be simple yet distinctive, enhancing the visual consistency of the section while providing clear visual cues for the content.

Difficulties Faced and solutions to issues

One of the challenges was ensuring that the graphics I created were both visually appealing and functional within the context of the website. To address this, I continuously tested the graphics on the site to see how they interacted with the existing content, making adjustments as necessary to achieve a balanced look.

Another challenge was maintaining a consistent theme across all graphics while still allowing for creativity and uniqueness in each design. To solve this, I established a clear color palette and style guide before starting the design process, which helped keep the visuals cohesive throughout the section.

Screenshots



Link to Statement of Intent

This session was crucial in transforming the "Stardust Chronicles" section of the website into a visually engaging and thematically consistent area that reflects the core identity of the game. By creating custom graphics tailored to this section, I am not only enhancing the visual appeal of the website but also ensuring that it effectively communicates the unique story and atmosphere of "Stardust Chronicles" to visitors.

Date:

Intention for session

The intention for this session was to design the "Our Games" section of the website. This section showcases the various games in development by Starfall Studios, so the focus was on creating custom banners for each potential game. These banners needed to symbolize the essence and unique features of each game, helping to differentiate them while maintaining a cohesive brand identity.

What happened in session

In this session, I concentrated on the "Our Games" section, where I aimed to create distinctive banners that represent the potential games being developed by Starfall Studios. Each banner was designed to reflect the core themes, visual style, and gameplay elements of the respective games, providing visitors with a glimpse into what each game offers.

I began by sketching out initial concepts for each game's banner. These sketches served as a blueprint, allowing me to explore different ideas and visual motifs that would best represent each game. Once I had a clear vision, I moved on to Adobe Illustrator and Photoshop to bring these concepts to life.

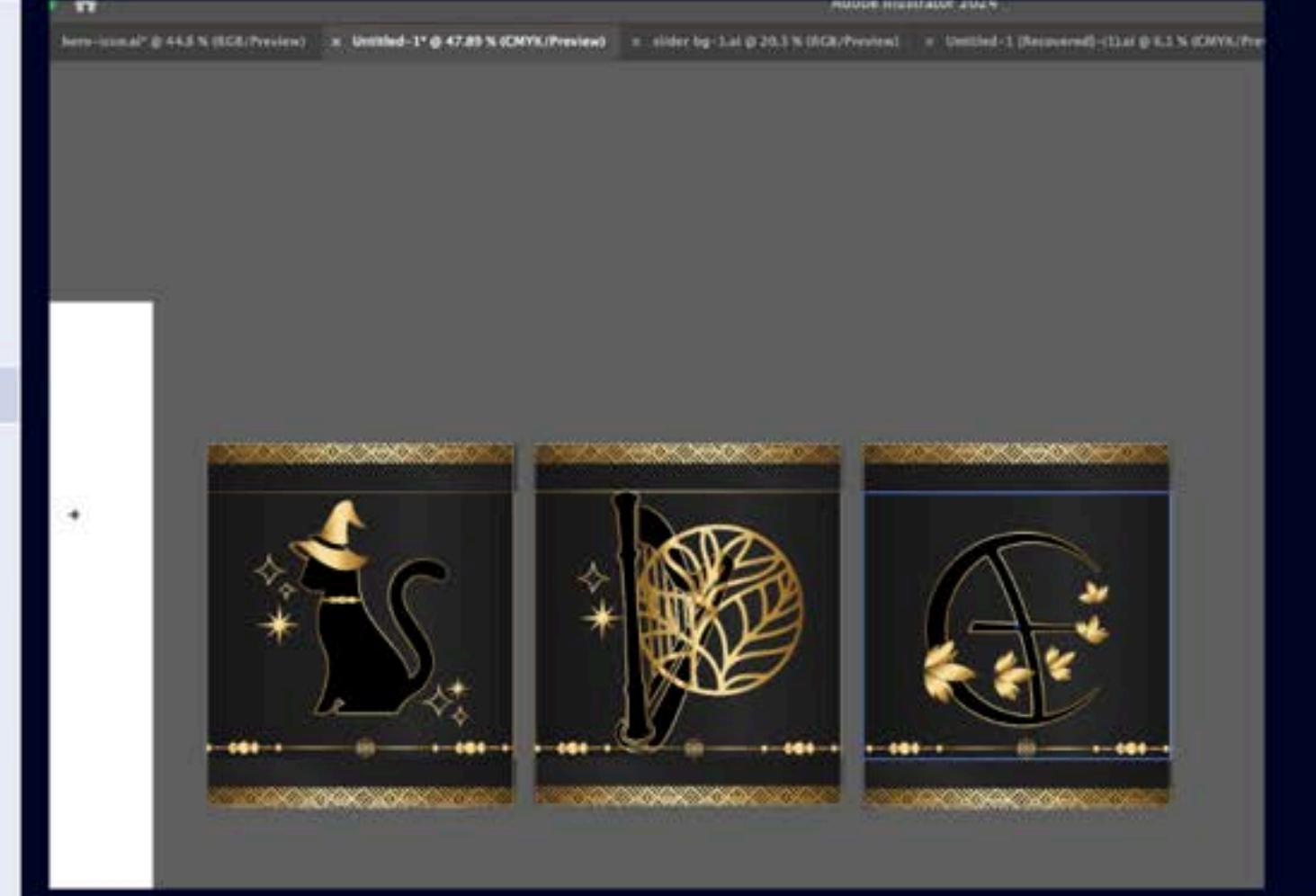
ensured that each banner was distinct yet cohesive with the overall design of the website. This was achieved by maintaining a consistent style in terms of color palette, typography, and layout, while still allowing for the individuality of each game to shine through.

Difficulties Faced and solutions to issues

One challenge was ensuring that each banner was unique to its respective game while still fitting seamlessly into the "Our Games" section. To address this, I developed a flexible design framework that allowed for creativity within certain guidelines, ensuring both diversity and unity in the section's visual presentation.

Another difficulty was balancing the complexity of the banners with the need for clarity and readability, especially when viewed on different devices. To solve this, I tested each banner across multiple screen sizes, making adjustments to ensure that key details were always clear and that the overall design remained impactful.

Screenshots



Link to Statement of Intent

This session was instrumental in developing the "Our Games" section into a visually rich and engaging part of the website. By creating custom banners that symbolize each potential game, I have enhanced the ability of the website to communicate the diversity and creativity of Starfall Studios' projects. These banners not only serve as eye-catching visuals but also as a reflection of the unique identity of each game, helping to build anticipation and interest among visitors.

Date:

Intention for session

The intention for this session was to design the News and Blog section of the website, focusing on creating custom banners for each image box. These banners needed to be visually appealing and consistent with the overall theme of the website, while also effectively representing the content of each news article or blog post.

What happened in session

During this session, I turned my attention to the News and Blog section of the website. This section is essential for keeping visitors informed about the latest updates, announcements, and insights from Starfall Studios. To make this section engaging and visually cohesive, I focused on designing custom banners for each image box associated with the news articles and blog posts.

I began by brainstorming and sketching out ideas for the banners. Each banner needed to be tailored to the specific content of its corresponding article or post, while also fitting seamlessly into the overall design of the website. My goal was to create banners that would attract attention and encourage visitors to click through and read the full content.

After finalizing the sketches, I moved to Adobe Illustrator and Photoshop to create the **custom banners**

I made sure that all banners were consistent in terms of size, layout, and style, while still allowing for the uniqueness of each post to come through. This consistency helps to create a unified look for the News and Blog section, making it easy for visitors to navigate and explore.

Difficulties Faced and solutions to issues

One challenge I encountered was creating banners that were both visually appealing and clearly representative of the content they were linked to. To overcome this, I focused on using clear and relevant imagery, along with concise and impactful text, to ensure that each banner effectively communicated the essence of the article or post.

Another difficulty was maintaining a balance between the need for visual consistency across the banners and the desire to reflect the unique content of each post. To address this, I established a base template that provided a consistent framework, which I then customized with specific details and design elements relevant to each piece of content.

Screenshots



Link to Statement of Intent

This session was key in enhancing the News and Blog section of the website, transforming it into a visually cohesive and engaging part of the site. By creating custom banners for each image box, I have ensured that the content in this section is not only easy to navigate but also visually appealing, encouraging visitors to stay informed and engaged with Starfall Studios' latest updates and insights. This work aligns with my overall goal of creating a professional and visually striking website that effectively communicates with its audience.

Date:

Intention for session

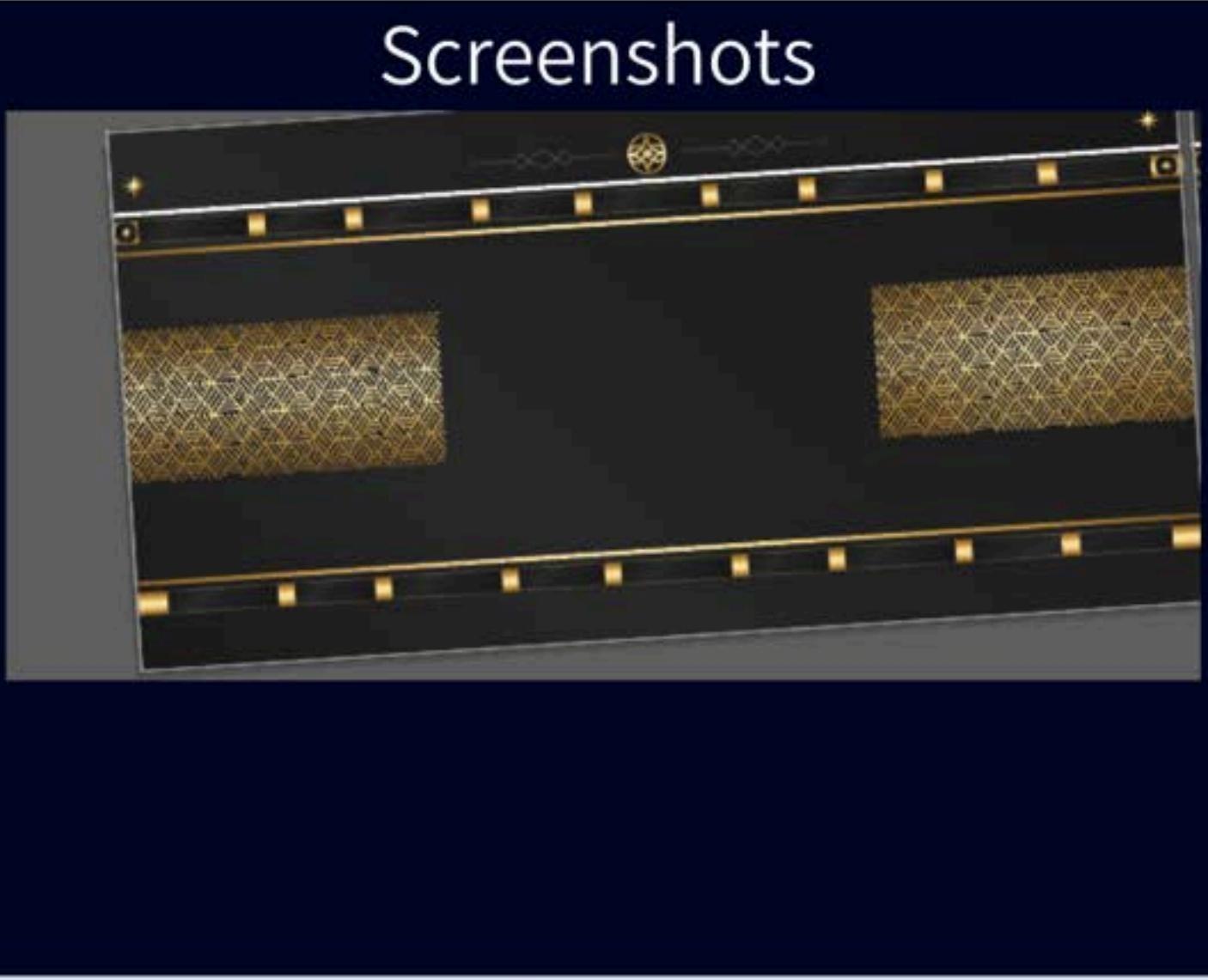
The intention for this session was to start creating animated title banners that would be featured in the slider image on the website's homepage. These animations are designed to captivate users as they land on the site, providing an engaging introduction to the content and making the website more dynamic and interactive.

What happened in session

During this session, I focused on designing and implementing animated title banners that would enhance the visual impact of the website's homepage. The goal was to create animations that would smoothly transition within the slider image, drawing users' attention as soon as they arrive on the site.

I began by conceptualizing the animations, sketching out ideas for how the titles would appear, transition, and disappear within the slider. The challenge was to create animations that were visually appealing without being overwhelming, ensuring that they complemented the overall design of the website.

After finalizing the concept, I used Adobe After Effects and Photoshop to create the **animated title banners**



Screenshots

Difficulties Faced and solutions to issues

One challenge was ensuring that the animations were both visually striking and optimized for performance. To address this, I focused on keeping the file sizes small and using efficient coding practices to reduce load times and prevent any lag or stuttering during the animations.

Another difficulty was achieving the right balance between animation speed and readability. To solve this, I experimented with different timing options, testing the animations with various user scenarios to find the optimal duration that allowed users to comfortably read the titles while still enjoying the dynamic effects.

Link to Statement of Intent

This session was instrumental in bringing a dynamic and interactive element to the website's homepage, aligning with the overall goal of creating a visually compelling and user-friendly site for Starfall Studios. The animated title banners not only add a layer of sophistication to the design but also enhance the user experience by making the homepage more engaging and memorable. This work supports the project's intent to captivate visitors from the moment they land on the site, encouraging them to explore further.

Date:

Intention for session

The intention for this session was to create smaller icons, images, and other design elements to enhance the visual appeal of the website. These additional pieces were meant to add character, improve navigation, and give the site a more polished and professional look.

What happened in session

In this session, I focused on the finer details of the website's design, creating smaller icons, images, and various design elements that would add to the overall aesthetic and functionality of the site. These elements were intended to "spruce up" the website, making it more visually engaging and user-friendly. I started by identifying areas of the website that could benefit from additional visual elements.



Screenshots

Link to Statement of Intent

This session was crucial in refining the website's design, adding small but impactful elements that contribute to a polished and engaging user experience. By creating custom icons, images, and other design pieces, I have elevated the website's aesthetic and made it more navigable and user-friendly. This work aligns with the project's goals of creating a professional and visually appealing site that effectively communicates with and engages its audience.

Difficulties Faced and solutions to issues

One challenge was ensuring that the smaller icons and images were cohesive with the rest of the website's design. To achieve this, I maintained a consistent color palette, line thickness, and style across all elements. This helped to create a unified look and feel, making the site more harmonious and visually appealing.

Another difficulty was balancing the need for decorative elements with the importance of maintaining a clean and uncluttered design. I addressed this by carefully selecting where to place these elements, ensuring they enhanced rather than overwhelmed the content. I also kept the designs simple and minimalistic to avoid visual clutter.

Date:

Intention for session

The intention for this session was to start creating animated logo sequences for the website's preloader. These animations were designed to be visually engaging, giving users a smooth and captivating experience while the site loads. I used Adobe After Effects and Premiere Pro to achieve this.

What happened in session

During this session, I focused on creating an animated logo to be used as a preloader for the website. This animation serves as a visual cue for users, enhancing the loading experience and reinforcing the branding of Starfall Studios.

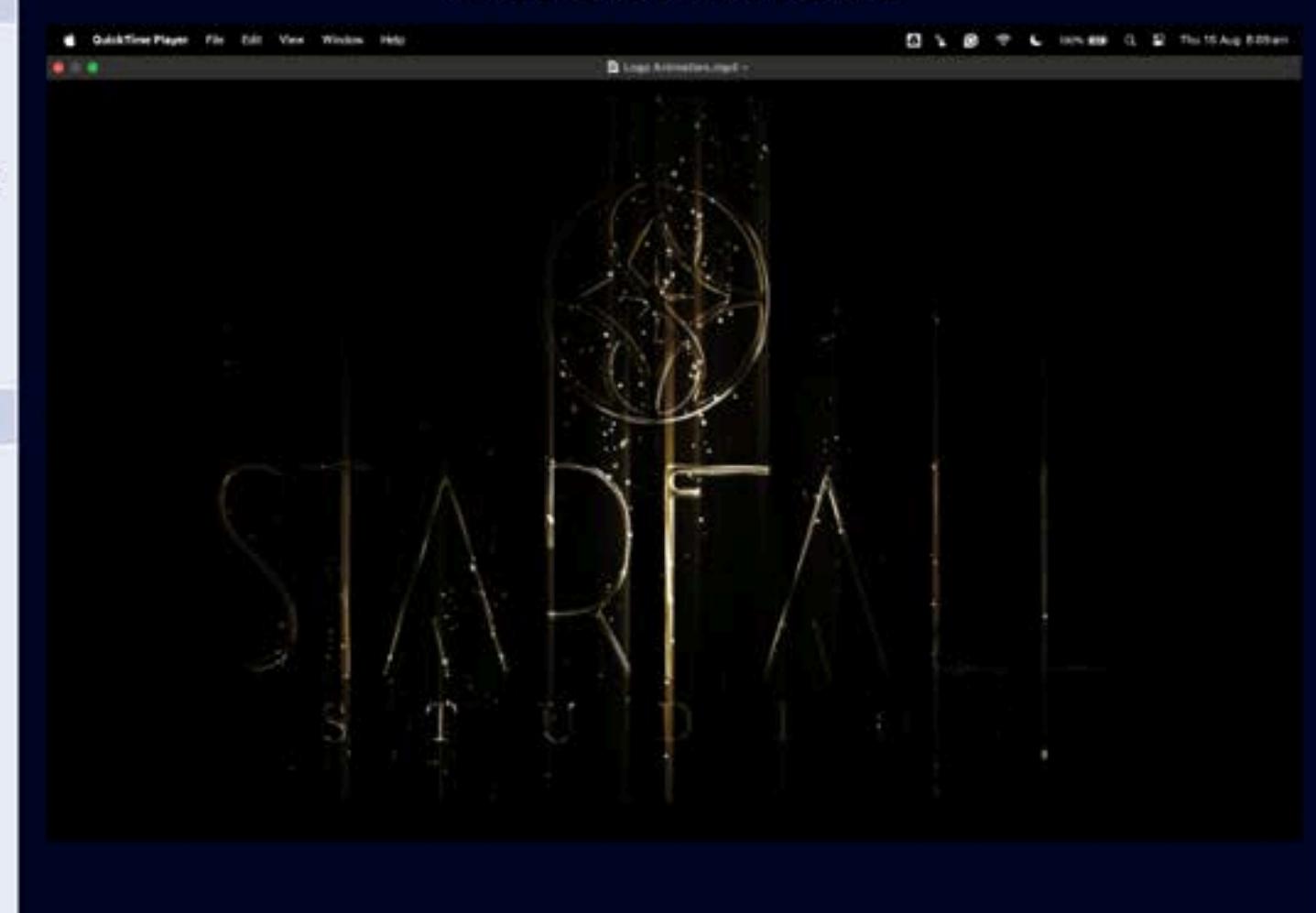
I began by researching and following a series of tutorials on logo animation techniques in Adobe After Effects and Premiere Pro. These tutorials provided valuable insights into different animation styles and techniques, helping me choose the best approach for the preloader.

Difficulties Faced and solutions to issues

One challenge I encountered was achieving a balance between an impressive animation and a quick load time. To address this, I optimized the animation by reducing the file size and simplifying some effects without compromising the quality of the visual experience.

Another difficulty was ensuring that the animation was consistent with the overall branding and design language of the website. I resolved this by sticking to the brand's color palette and style, making sure that the animation felt like a natural extension of the existing visual identity.

Screenshots



Link to Statement of Intent

This session played a key role in enhancing the user experience on the website by adding a custom animated logo as the preloader. This not only reinforces the branding of Starfall Studios but also provides a smooth and engaging transition as users wait for the site to load. By following tutorials and applying new skills in After Effects and Premiere Pro, I have created a polished and professional animation that aligns with the project's goals of creating a visually compelling and user-friendly website.

Date:

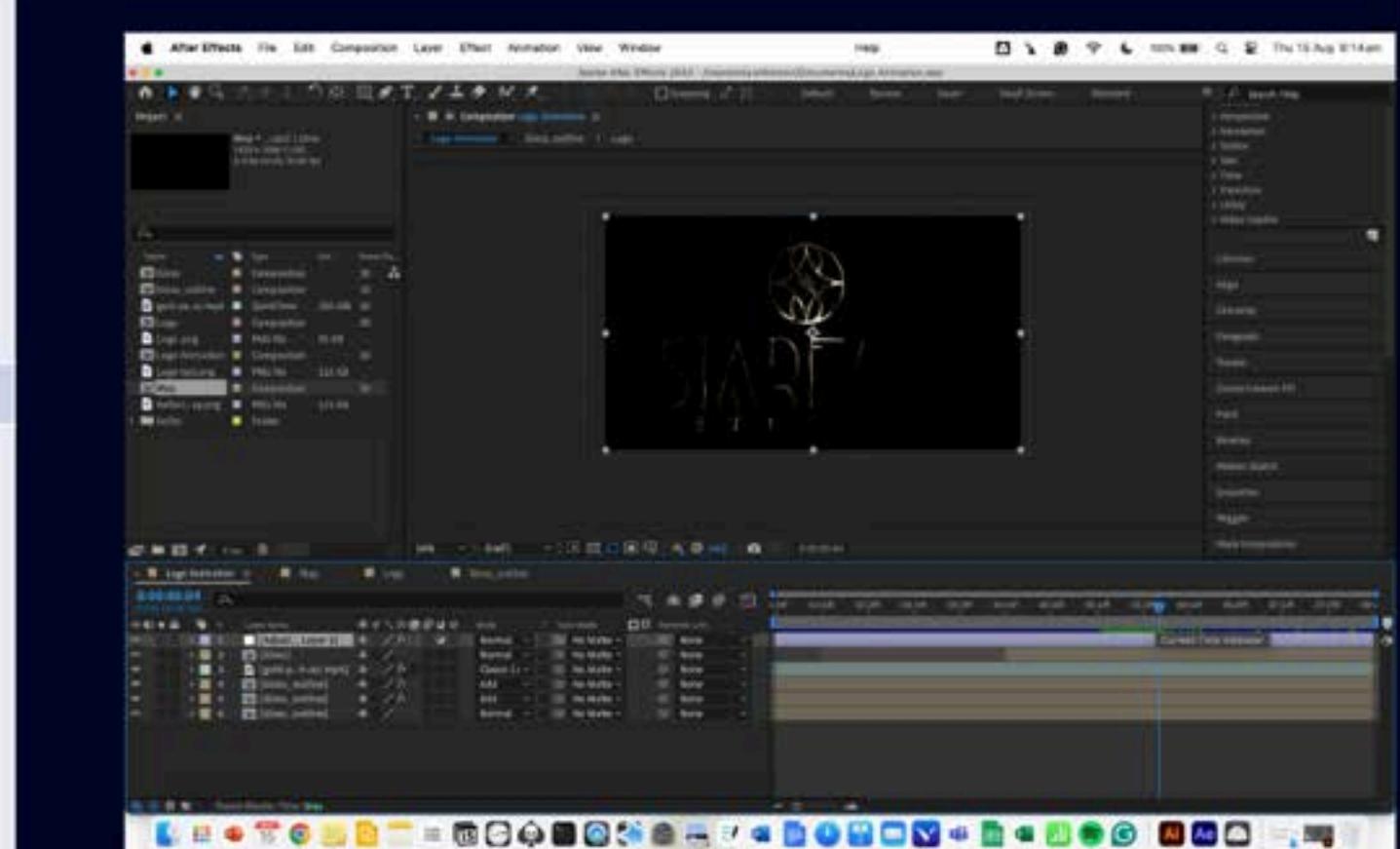
Intention for session

The intention for this session was to finalize the animated logo sequence designed for the website's preloader. The goal was to ensure that the animation was polished, optimized, and seamlessly integrated into the website to provide a smooth and engaging user experience.

What happened in session

In this session, I focused on completing the final steps of the animated logo for the website's preloader. After working on the initial animation in previous sessions, this stage was all about refining, optimizing, and implementing the animation to ensure it performed well across all platforms. But it sadly wasn't working with the initial code and was freezing the website so I decided to leave it out and add it as an extra on top of the website.

Screenshots



Link to Statement of Intent

Completing the animation for the preloader marks an important milestone in the project, as it significantly enhances the user experience on the website. This work aligns with the project's intent to create a visually compelling and professional website for Starfall Studios. The animation not only reinforces the brand's identity but also adds a layer of polish and engagement to the site, ensuring a memorable first impression for users.

Difficulties Faced and solutions to issues

One of the challenges was balancing the visual impact of the animation with the need for quick load times. By compressing the file and simplifying some elements, I was able to create an efficient animation that still looked great and aligned with the website's overall design.

Another challenge was ensuring cross-browser compatibility. To solve this, I conducted thorough testing across different browsers and made any necessary adjustments to ensure the animation worked smoothly everywhere.

Date:

Intention for session

The intention for this session was to enhance the "Our Team" section of the website by updating it with placeholder images. This was done to better align with the overall branding and design of the website, using copyright-free photos from Pexels and Unsplash as temporary stand-ins until the final images are available.

What happened in session

During this session, I focused on improving the "Our Team" section of the website, which showcases the team members of Starfall Studios. This section is important for giving a personal touch to the site and highlighting the people behind the studio. Since the final team photos are not yet available, I used placeholder images to give a professional look to the section.

Difficulties Faced and solutions to issues

One challenge was finding images that matched the desired aesthetic and professional tone of the website. To address this, I carefully selected images that complemented the existing design and maintained a consistent look across the section.

Another difficulty was ensuring that the placeholder images did not disrupt the overall layout and functionality of the "Our Team" section. I resolved this by adjusting the image sizes and alignment to fit seamlessly within the existing design framework.

Screenshots



Link to Statement of Intent

This session was crucial for aligning the "Our Team" section with the branding and design of the website. By using high-quality, copyright-free placeholder images, I was able to enhance the section's appearance and provide a professional look while waiting for the final team photos. This work supports the overall goal of creating a cohesive and engaging website for Starfall Studios, showcasing the team in a way that reflects the studio's identity and professionalism.

Date:

Intention for session

The intention for this session was to edit the placeholder photos used in the "Our Team" section and other elements to prepare for the next steps in the website development process. This involved enhancing the images and ensuring that they were ready for integration into the site's design.

What happened in session

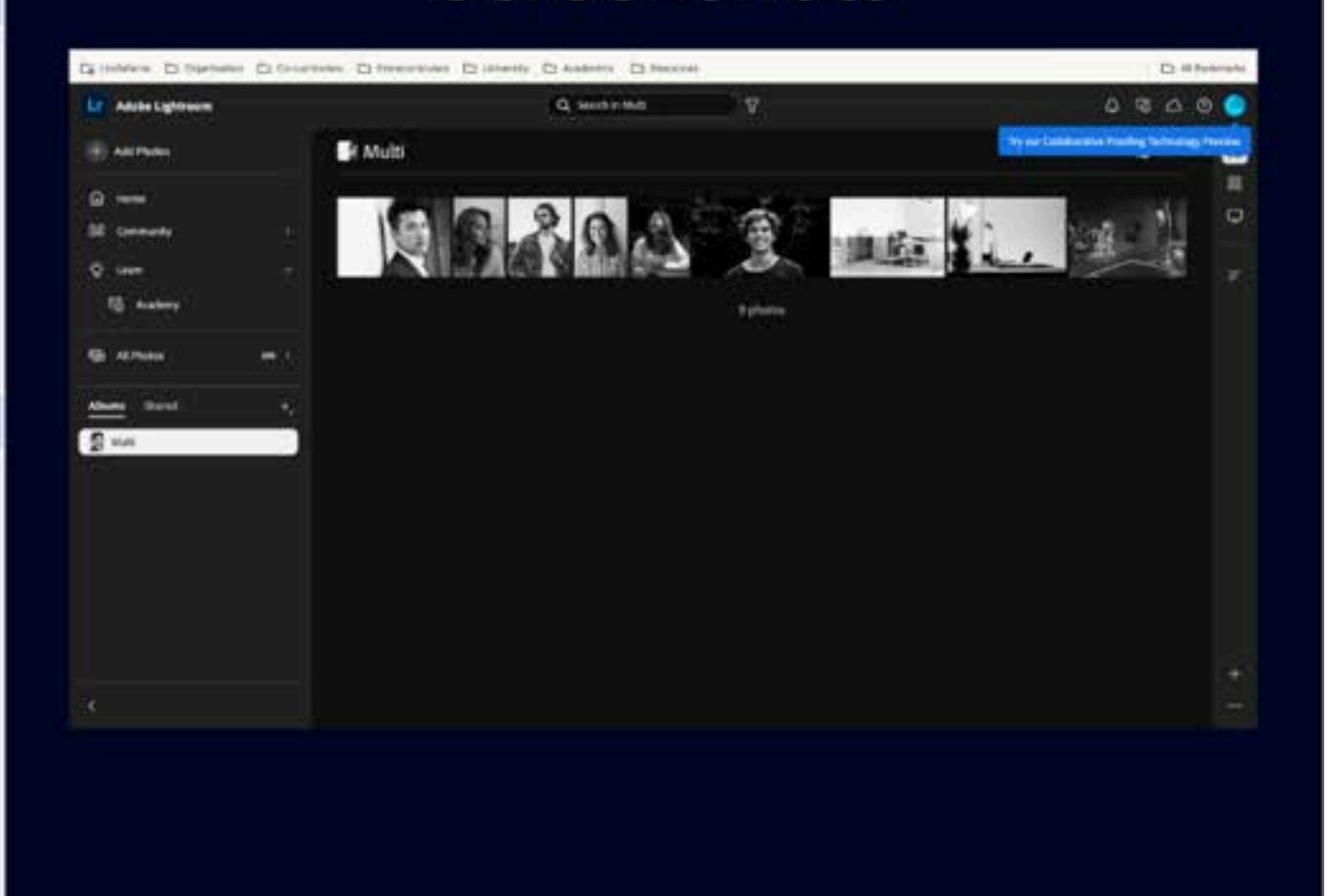
During this session, I focused on editing the placeholder photos and other design elements to ensure they were optimized and visually appealing. The goal was to enhance these elements and make them ready for final integration into the website.

Difficulties Faced and solutions to issues

One challenge was ensuring that the color correction and editing did not distort the images or create inconsistencies. I addressed this by using reference images and maintaining a consistent editing approach throughout all the photos.

Another difficulty was managing the various image sizes and resolutions to ensure they fit well within the website layout. I resolved this by carefully reviewing the dimensions and making adjustments as needed to match the design specifications.

Screenshots



Link to Statement of Intent

This session was essential for preparing the visual elements of the website, ensuring that the placeholder photos and other design components were edited and ready for final integration. By enhancing these elements in Lightroom, I have contributed to the overall goal of creating a polished and professional website for Starfall Studios. This preparation supports the project's aim of delivering a cohesive and visually engaging user experience.

Date:

Intention for session

The intention for this session was to design and implement custom separators for the website to enhance the visual flow between different sections. These separators are intended to provide a clear and aesthetically pleasing transition between content areas, improving the overall user experience.

What happened in session

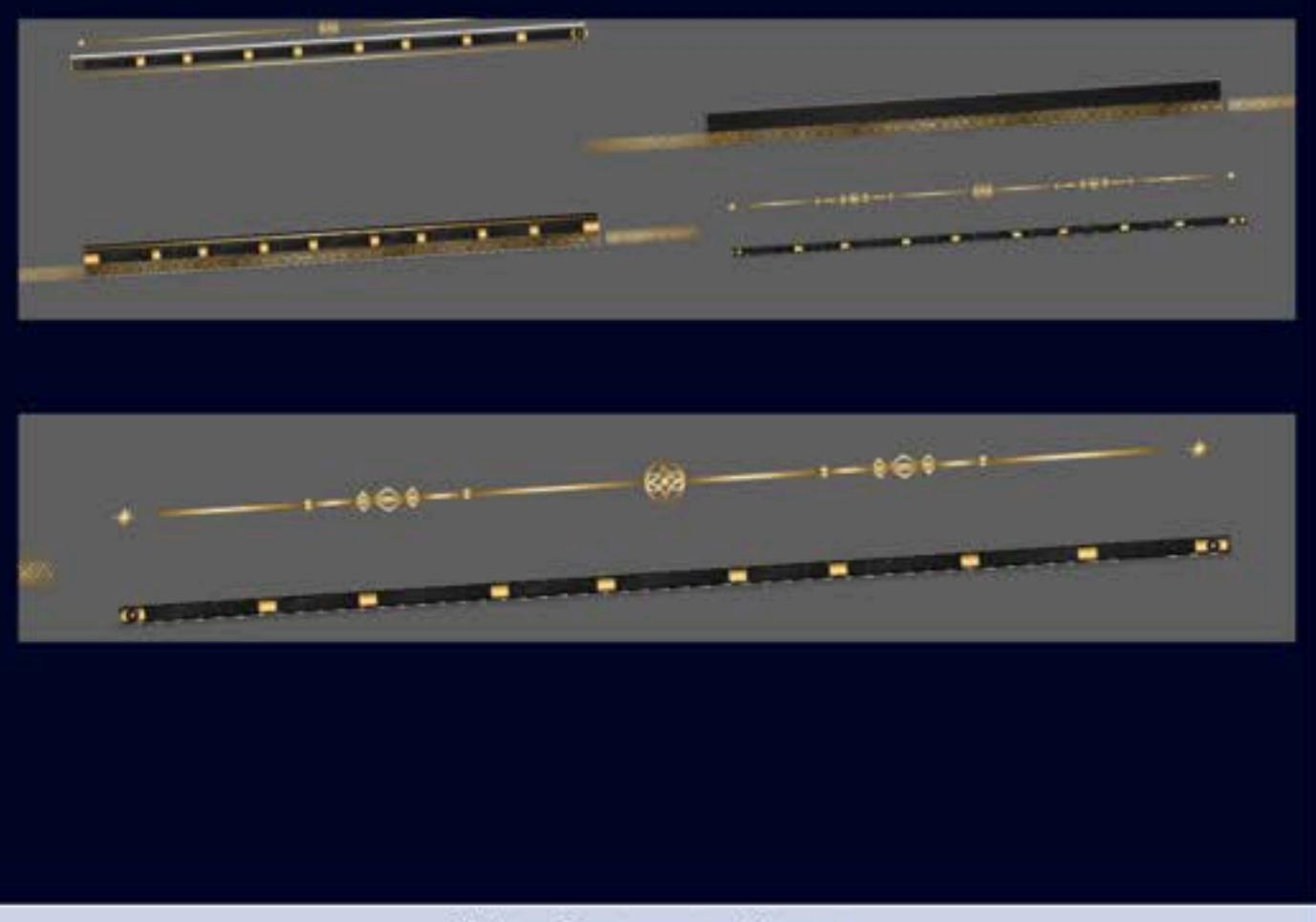
During this session, I focused on creating custom separators that would be used between different sections of the website. These separators were designed to visually delineate content areas while maintaining the site's overall aesthetic.

Difficulties Faced and solutions to issues

One challenge was ensuring that the separators did not create visual clutter or distract from the content. To address this, I kept the designs simple and focused on subtlety, ensuring that the separators enhanced rather than overwhelmed the content.

Another difficulty was maintaining consistency in the design of the separators with the overall website style. I resolved this by using the same color palette, typography, and design motifs as the rest of the site, ensuring a cohesive look and feel.

Screenshots



Link to Statement of Intent

This session was vital for enhancing the visual organization of the website by adding custom separators between sections. These separators contribute to a more polished and professional appearance, improving the user experience by providing clear transitions between different content areas. This work aligns with the project's goal of creating a visually engaging and well-structured website for Starfall Studios.

Date:

Intention for session

The intention for this session was to export all the graphics, animations, and other design elements created for the website and integrate them into the main website files. This process involved testing resizing, exporting at different DPI settings, and making necessary adjustments to ensure all assets were optimized for web use.

What happened in session

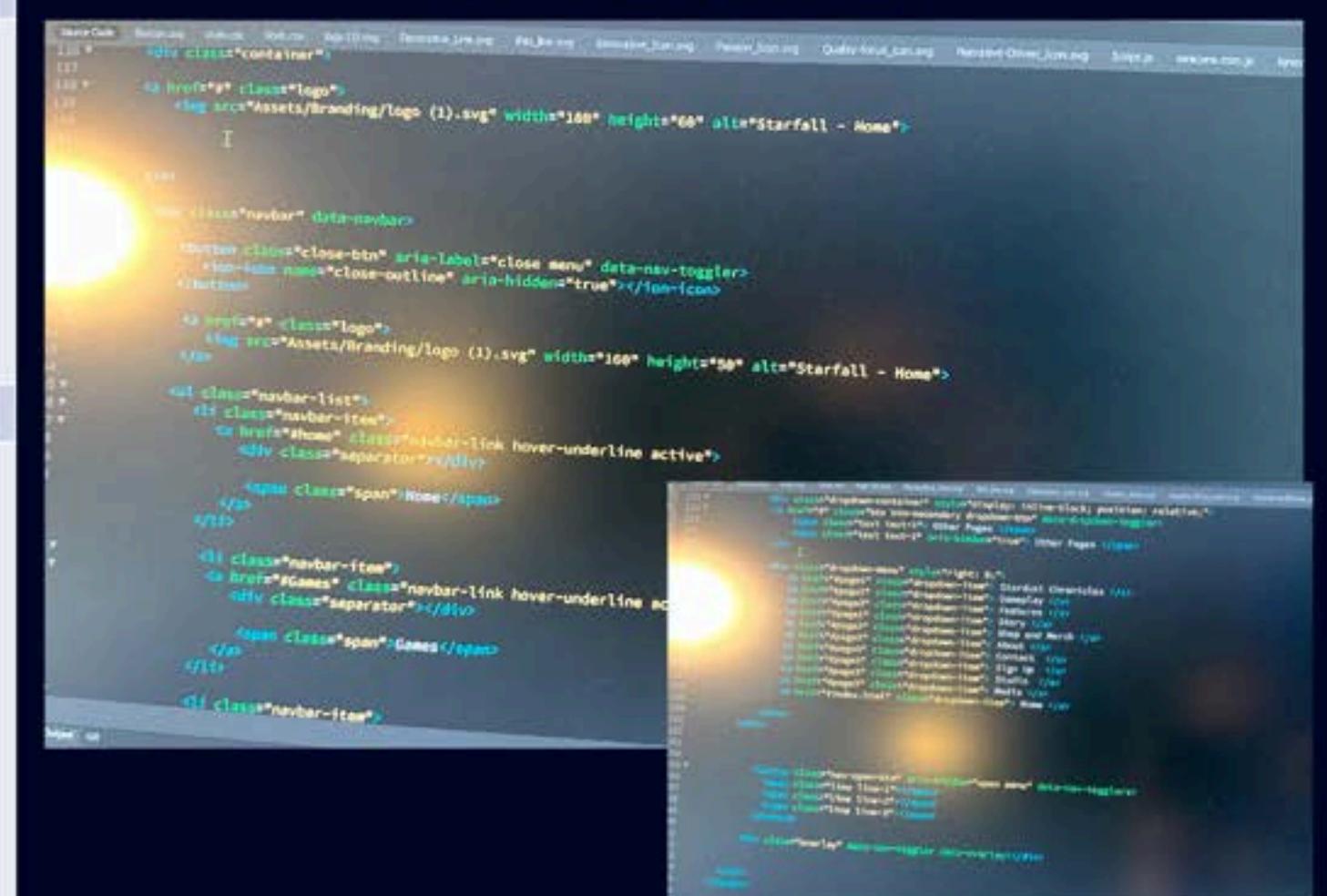
During this session, I focused on exporting and integrating the various assets into the main website. This included graphics, animations, and other design elements that were developed during the project. Furthermore fixing any issues within the code, or any other sections that were struggling.

Difficulties Faced and solutions to issues

One challenge was ensuring that all assets were correctly optimized for different screen sizes and resolutions. To resolve this, I used responsive design techniques and tested assets thoroughly to ensure they performed well across various devices.

Another difficulty was managing file sizes and ensuring fast load times while maintaining high-quality visuals. I addressed this by optimizing image and animation files, compressing them where possible without compromising quality.

Screenshots



Link to Statement of Intent

This session was crucial for preparing the website for final deployment by exporting and integrating all graphics, animations, and design elements. By ensuring that assets were correctly sized, formatted, and optimized, I contributed to the overall goal of creating a high-quality, professional website for Starfall Studios. This work supports the project's aim of delivering a visually appealing and functional site that provides an excellent user experience.

Date:

Intention for session

The intention for this session was to spend time coding and refining various sections of the website, incorporating custom features and making adjustments to enhance functionality and user experience. This included adding a custom scrollbar, dropdown menu, animations, and other improvements.

What happened in session

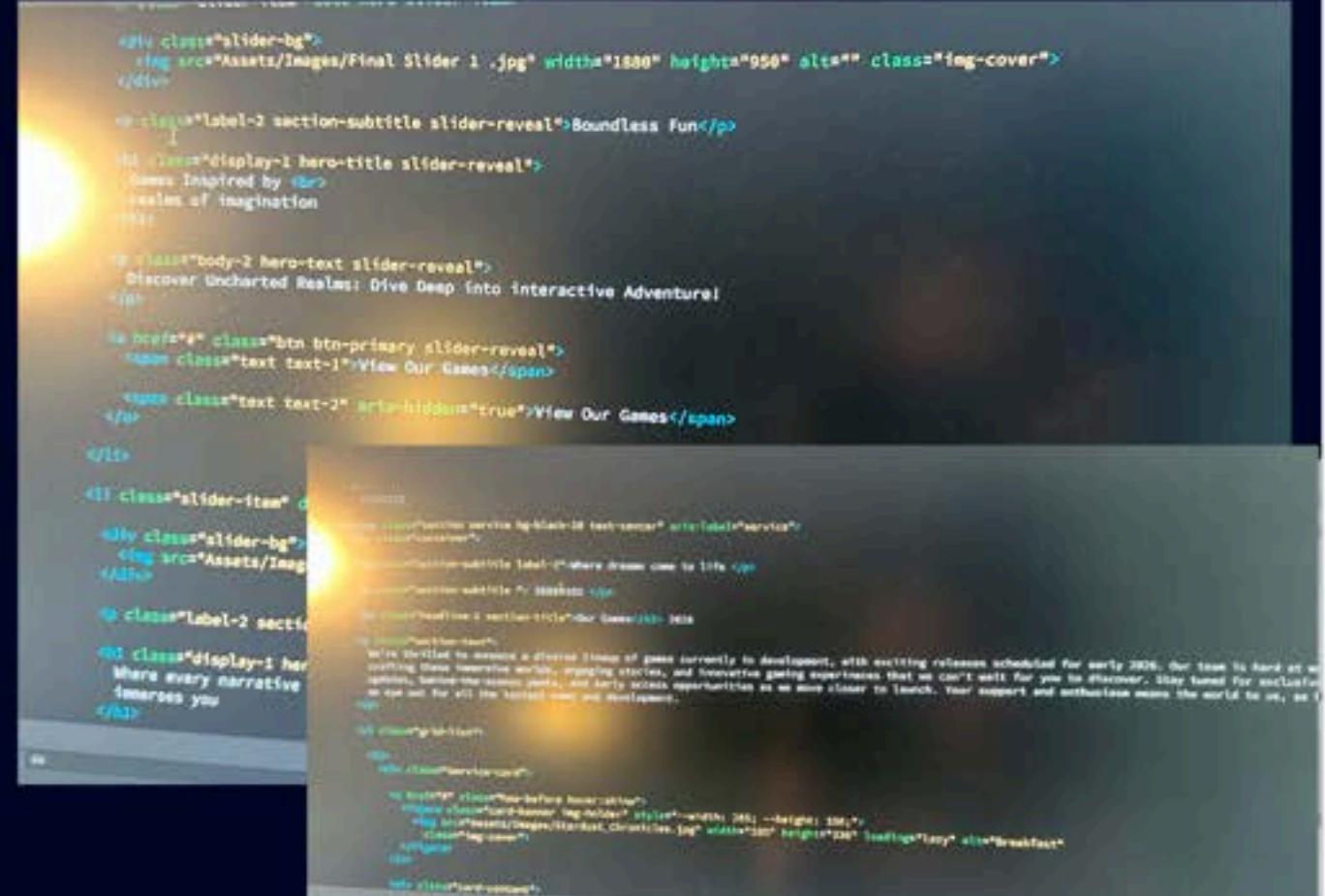
During this session, I focused on coding and integrating several new features and refinements into the website. This involved both rewriting existing code and adding new elements to enhance the site's functionality and visual appeal.

Difficulties Faced and solutions to issues

One challenge was ensuring that the custom scrollbar and dropdown menu were compatible with all major browsers and responsive on different devices. To address this, I conducted thorough cross-browser and device testing, making adjustments to ensure consistent performance.

Another difficulty was integrating the new CSS animations without affecting the site's load time or performance. I resolved this by optimizing the animation code and testing its impact on site performance, ensuring that it enhanced rather than hindered the user experience.

Screenshots



Link to Statement of Intent

This session was crucial for adding custom features and refinements to the website, contributing to a more dynamic and user-friendly experience. By integrating a custom scrollbar, dropdown menu, and additional animations, I enhanced the site's functionality and visual appeal, aligning with the project's goal of creating an engaging and professional website for Starfall Studios. These improvements support the overall aim of delivering a polished and interactive site that effectively engages visitors.

Date:

Intention for session

The intention for this session was to address and fix various bugs and issues encountered on the website. This included resolving a specific problem with the screen freezing when updating the preloader module and continuing to write and refine code for other aspects of the site.

What happened in session

During this session, I focused on troubleshooting and resolving bugs and issues that affected the website's functionality and performance. This included addressing a significant issue with the preloader module and continuing to develop and refine the site's code.

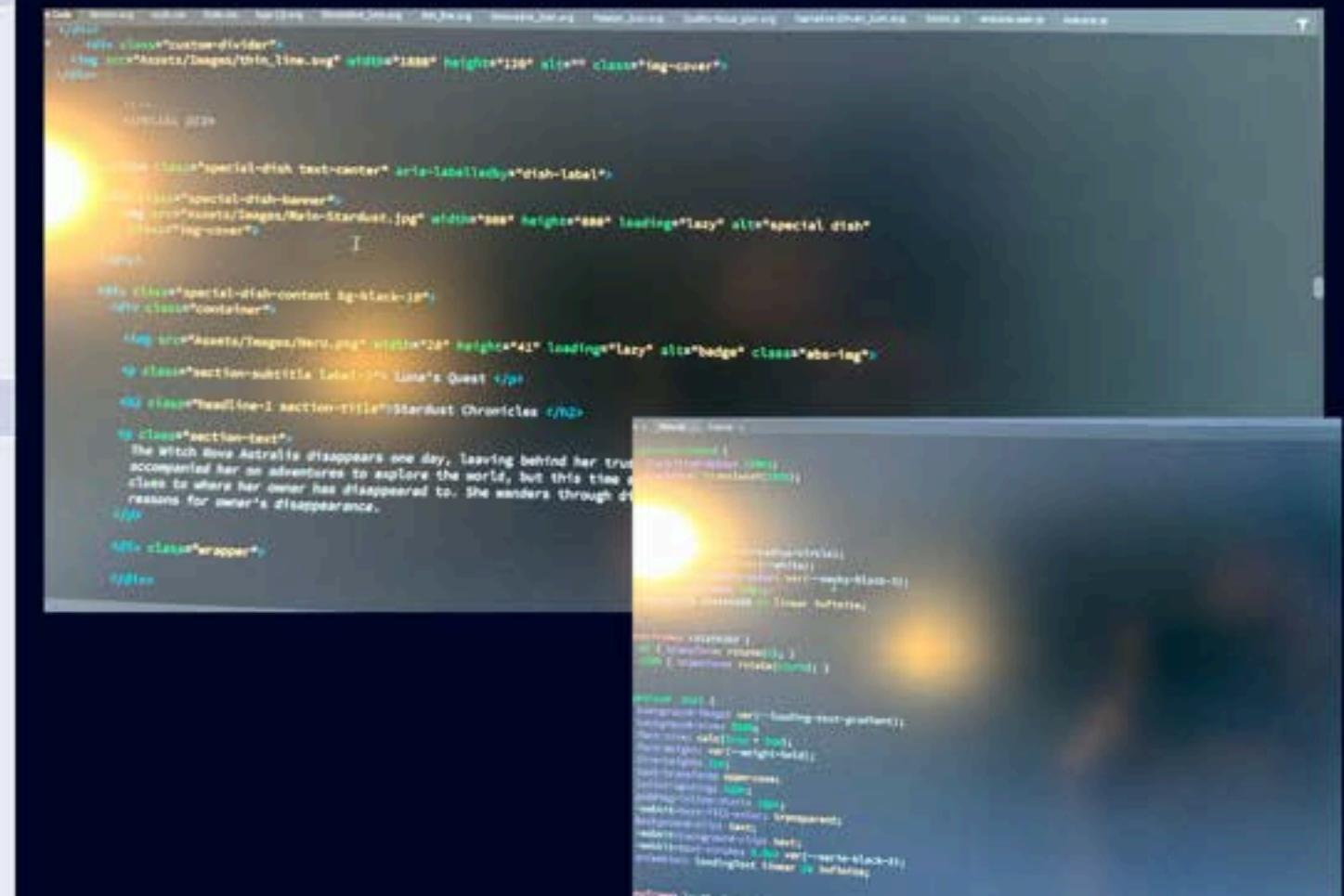
- **Fixing Screen Freezing Issue:** I encountered a problem where the screen would freeze when trying to update the preloader module. To resolve this issue:
 - **Diagnosing the Problem:** I investigated potential causes, such as conflicts in the code, performance issues, or resource loading problems.
 - **Troubleshooting:** I checked for errors in the console, reviewed recent changes to the preloader module, and tested different scenarios to identify the root cause.
 - **Implementing a Solution:** Once the cause was identified, I adjusted the code and made necessary updates to resolve the freezing issue. This involved optimizing the preloader module and ensuring that it worked smoothly without causing performance problems.

Difficulties Faced and solutions to issues

One major difficulty was the screen freezing issue with the preloader module, which required thorough troubleshooting and analysis. I resolved this by systematically diagnosing the problem and implementing code optimizations to ensure smooth functionality.

Another challenge was managing and prioritizing multiple bug fixes and code enhancements simultaneously. To address this, I focused on resolving critical issues first and organized my workflow to ensure that all aspects of the site were addressed efficiently.

Screenshots



Link to Statement of Intent

This session was essential for maintaining the website's functionality and performance by addressing bugs and issues. By resolving the screen freezing problem with the preloader module and continuing to refine and write code, I contributed to the overall goal of delivering a stable and high-quality website for Starfall Studios. These efforts align with the project's aim of creating a reliable and engaging site that meets user expectations and performs effectively.

Date:

Intention for session

The intention for this session was to review and refine the JavaScript and CSS files to identify and resolve potential issues. Additionally, I aimed to reorganize the file structure to improve clarity and maintainability.

What happened in session

During this session, I focused on analyzing and optimizing both JavaScript and CSS files. This involved checking for issues, reorganizing code, and making adjustments to enhance overall performance and manageability.

Difficulties Faced and solutions to issues

One challenge was identifying and resolving conflicts in the CSS that affected the appearance of various elements. I addressed this by systematically reviewing styles and making adjustments to ensure consistency across different parts of the site.

Another difficulty was ensuring that changes made to the JavaScript did not introduce new issues or affect existing functionality. To resolve this, I performed thorough testing and validation after making updates to confirm that everything functioned as expected.

Screenshots

Link to Statement of Intent

This session was crucial for improving the overall quality and maintainability of the website's codebase. By reviewing and optimizing JavaScript and CSS files and reorganizing the file structure, I contributed to creating a more efficient and manageable website for Starfall Studios. These efforts align with the project's goal of delivering a well-structured and high-performance site that meets the needs of users and supports ongoing development.

Date:

Intention for session

The intention for this session was to finalize the website for the major work by completing essential rewrites and coding in HTML, CSS, and JavaScript. I also aimed to perform final checks to identify any quick add-ons or refinements that could enhance the site.

What happened in session

During this session, I focused on completing the development of the website by addressing the final coding tasks and making any last-minute improvements:

Final Coding: I completed the necessary rewrites and final coding in HTML, CSS, and JavaScript to ensure that all website features and functionality were fully implemented. This included:

- HTML:** Finalizing the structure and content of web pages, ensuring all elements were semantically appropriate.
- CSS:** Implementing and adjusting styles to ensure a cohesive and visually appealing design.
- JavaScript:** Ensuring that all interactive elements and functionalities worked as intended, debugging and optimizing code.

Checking for Add-ons and Refinements: After completing the core development, I performed a final review of the website to identify any quick add-ons or refinements that could improve the overall user experience.

- Add-ons:** Implemented any additional features or enhancements that could add value to the site, such as minor interactive elements or visual improvements.
- Refinements:** Made final adjustments to fine-tune the design and functionality, ensuring everything was polished and consistent.

Final Testing: Conducted comprehensive testing to verify that all aspects of the website were functioning correctly. This included:

- Cross-Browser Testing:** Ensuring compatibility across different browsers and devices.
- Performance Testing:** Checking for any issues related to load times or performance and making optimizations as needed.

Difficulties Faced and solutions to issues

One challenge was ensuring that all coding changes and refinements did not introduce new issues or inconsistencies. I addressed this by performing thorough testing and validating that all aspects of the website were working as expected.

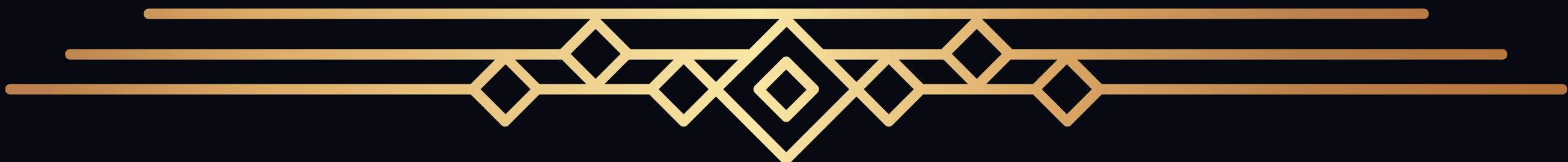
Another difficulty was balancing the addition of new features with maintaining overall site performance. I resolved this by carefully evaluating the impact of each add-on or refinement and making adjustments to ensure that the site remained efficient and responsive.

Screenshots



Link to Statement of Intent

This session was crucial for completing the major work on the website and ensuring that it met all project requirements. By finalizing the coding, implementing additional features, and making refinements, I contributed to delivering a polished and functional website for the major work. These efforts align with the project's goal of creating a high-quality and engaging site that effectively showcases the work and meets user needs.

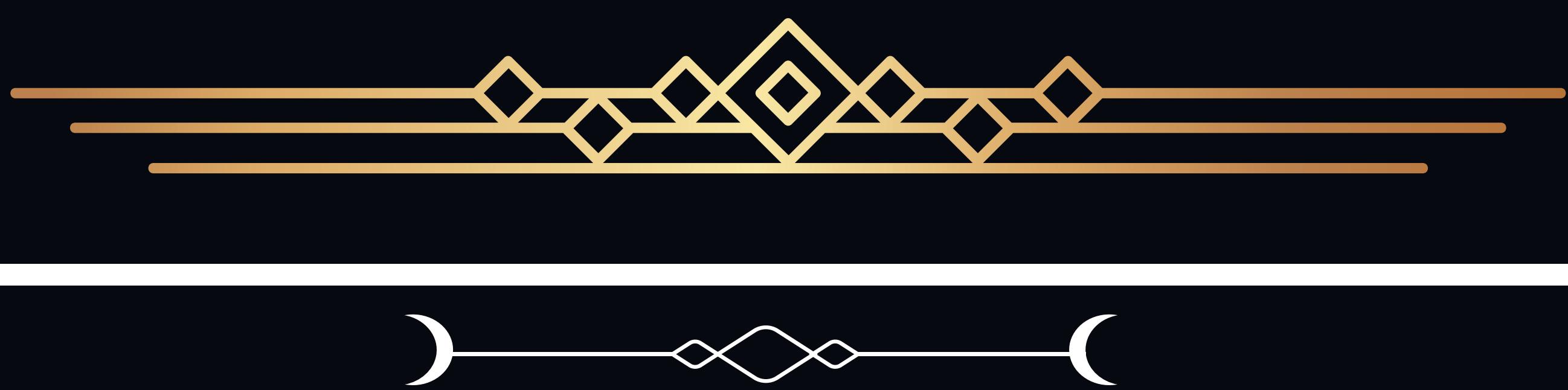


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S T U D I O S



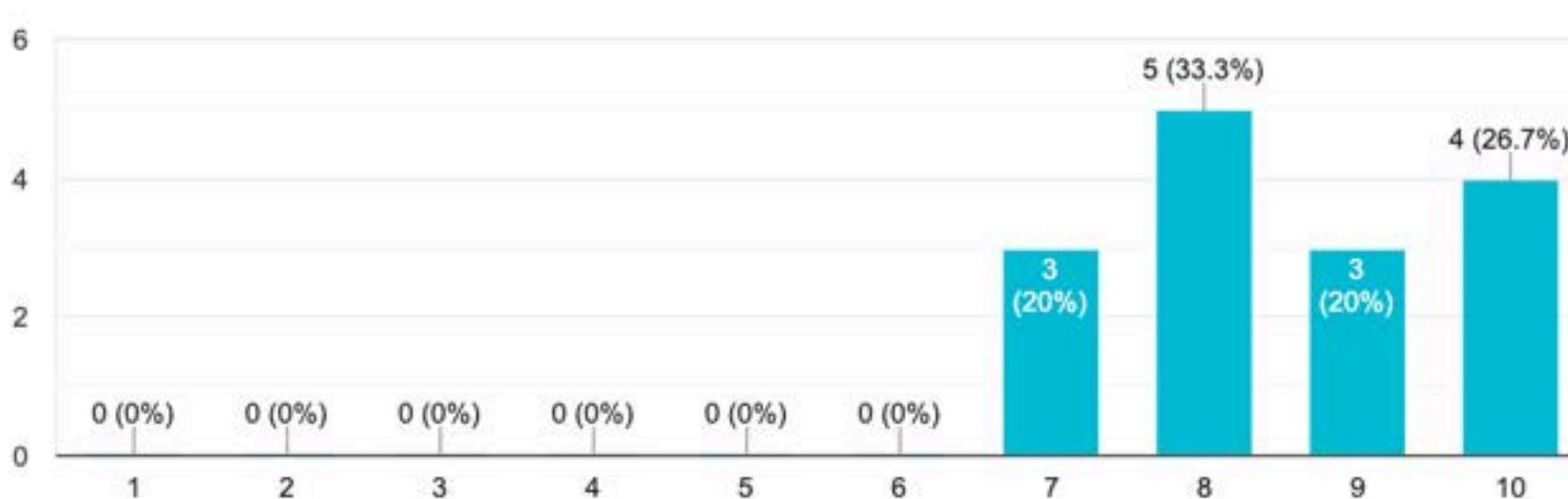
PEER REVIEW



On a scale on 1-10, how creative and original is the project?

15 responses

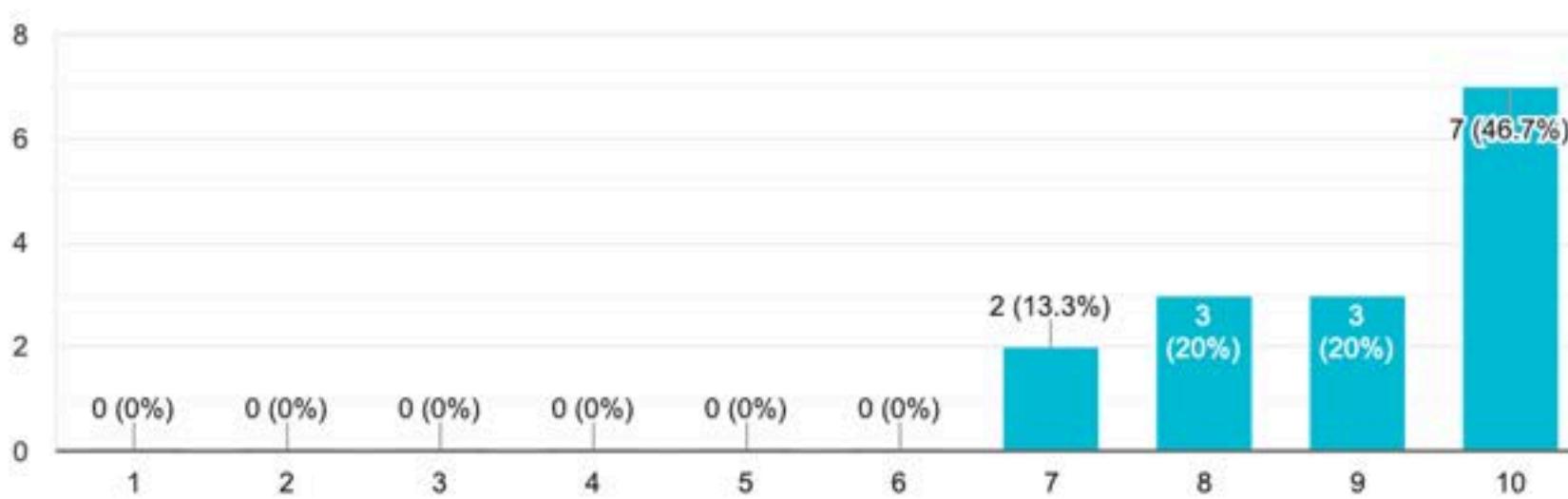
 Copy



On a scale on 1-10, how effective are technical skills applied in the project (e.g. graphic design, coding)?

15 responses

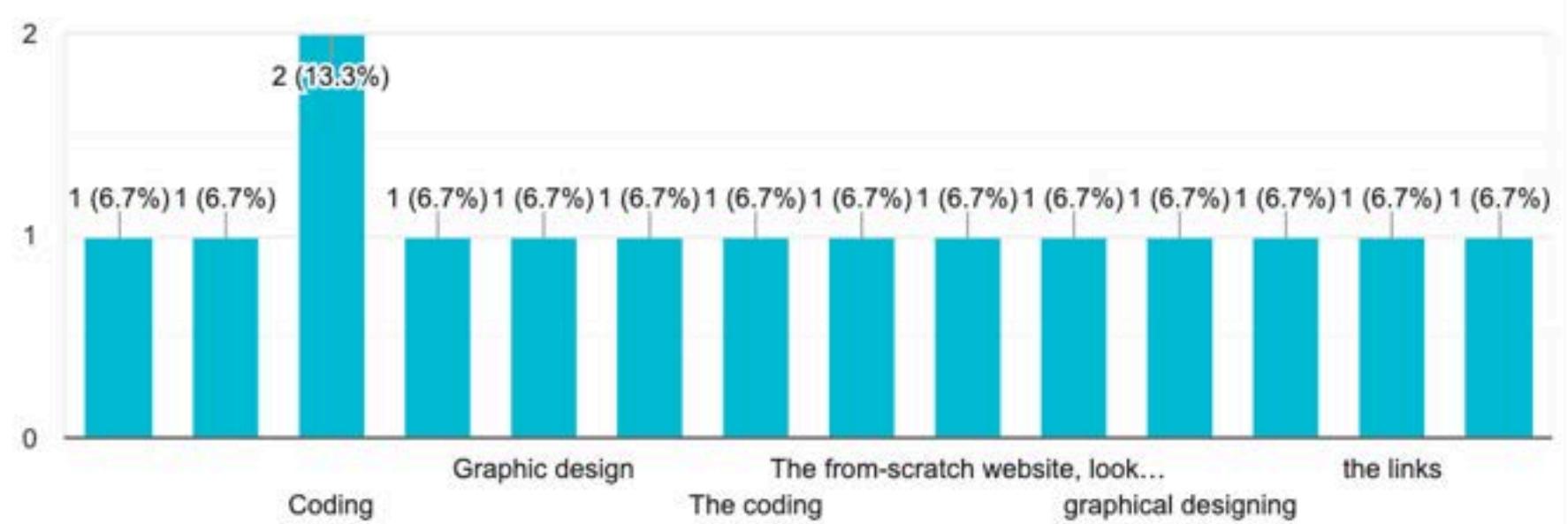
 Copy



Which technical skill was most effective?

15 responses

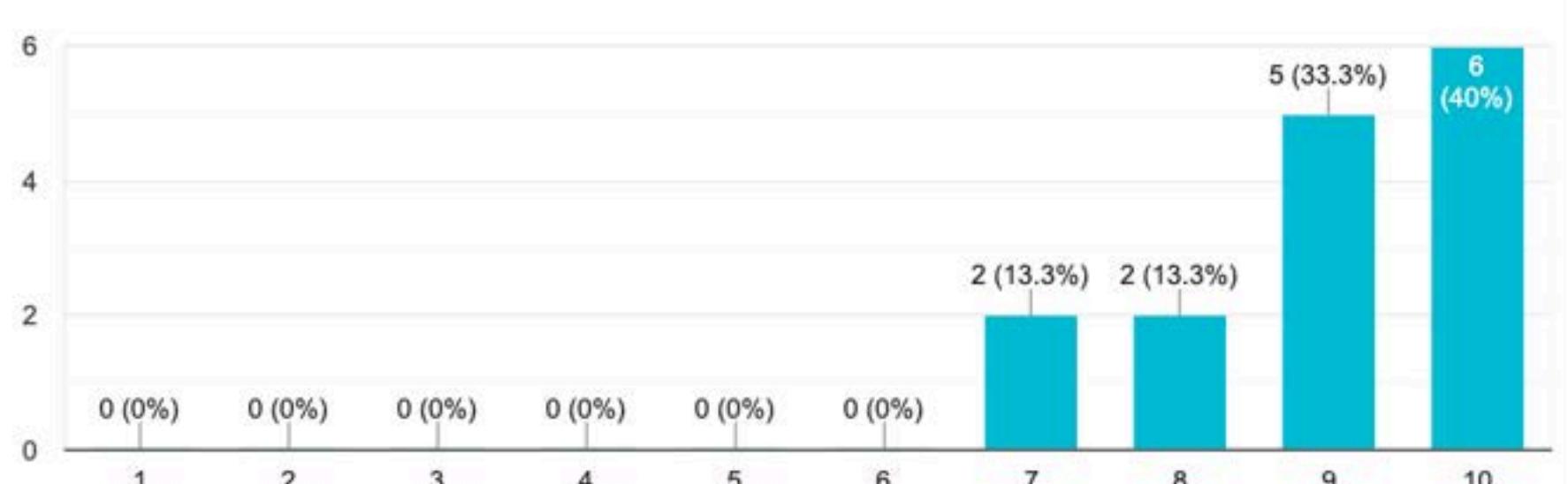
 Copy



On a scale on 1-10, how visually appealing is the project?

15 responses

 Copy



What was the most visually appealing aspect of the project?

15 responses

The colour scheme

colour choices

Effects and Style

The font and overall vibe of your idea and the transitions and platform are smooth and well made

the layout of the website

The website and the animation

The animation

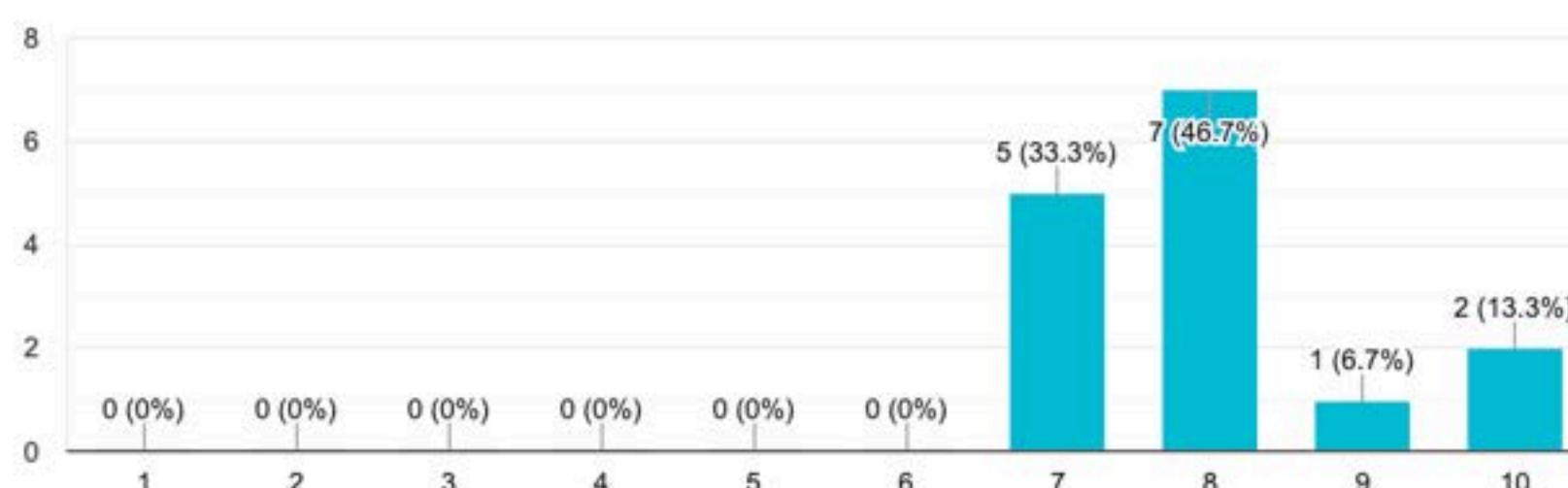
the sparkly animation

the aesthetic - the black background made it look professional and high quality.

On a scale on 1-10, how engaging and interesting is the project?

15 responses

 Copy



What aspect made this project engaging?

15 responses

The website but it needs the proper place holders and not what you've already got

the animation

the colour palette and format of the website

seeing the process of it coming together

the layout

Animation

The work behind it

The design of the website and the smooth graphics

The Animation

What do you think are the strongest aspects of this project?

15 responses

the animation

the website obvi

it looks profesional

that it is unique

Animation

idk everything i think, the whole websites perfect

the website, coding, logo

What areas do you think could be improved, and how?

15 responses

Placeholder images; one word said fla vor? what is fla vor? also australian spelling mate, flavour*

the placeholder images

Better quality

Just fill in the blanks and use your art

none

Fixing the placeholders.

The overall technical aspects



not much it looks really good

Which part of the project stood out to you the most, and why?

15 responses

The animation because it is very sick.

-

the animation at the start

the photos

Animation

The photos of the food, looked yummy

the logo because it looked cool and shiny

Was there any part of the project that was unclear or confusing?

15 responses

What its about

none

-

no- wait its called starfall and its a restaurant? or is it not about food (they're just fillers??)

not really

no :)

Nope

Confusing don't know what your actual website was showing due to you have placeholders and going off a template

What is your overall impression of the project in a few sentences?

15 responses

-

cool

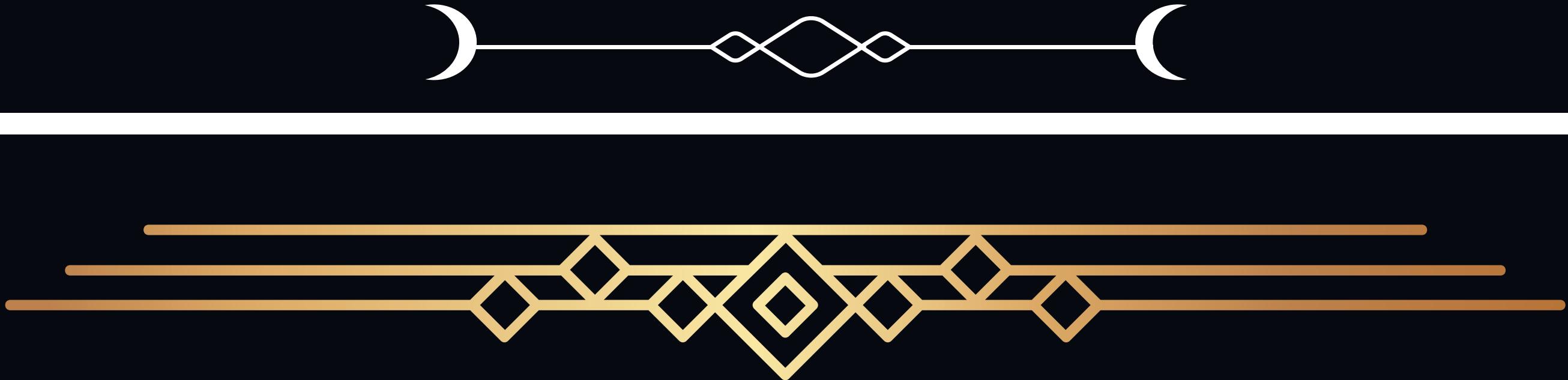
it was nice to look at the photos

Website looks good and clean

Very professional website, looks like there was a lot of work in it

it was really good and impressive that you made the whole thing yourself

Informative, interesting and exciting

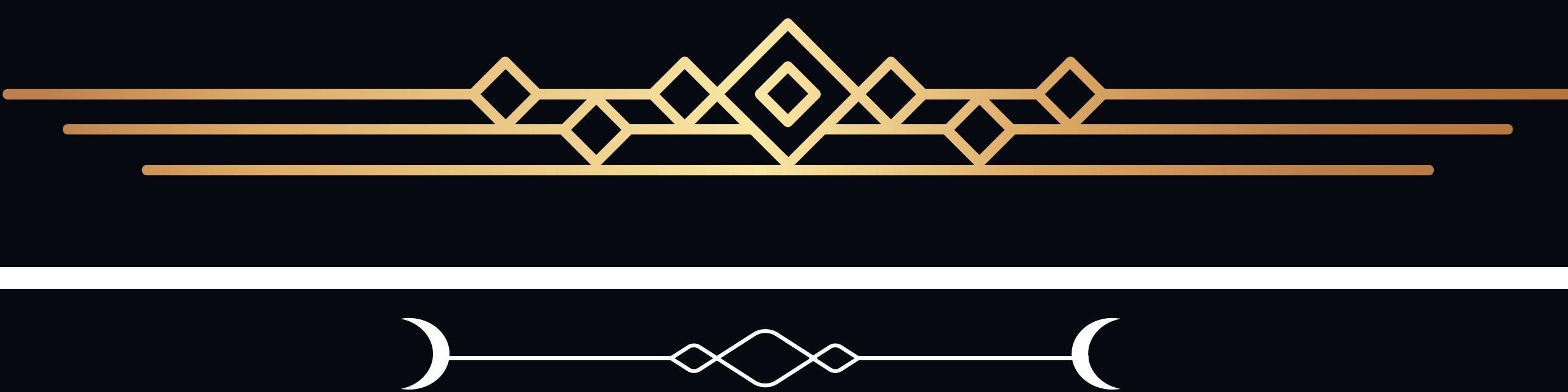


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QUALITY CONTROL

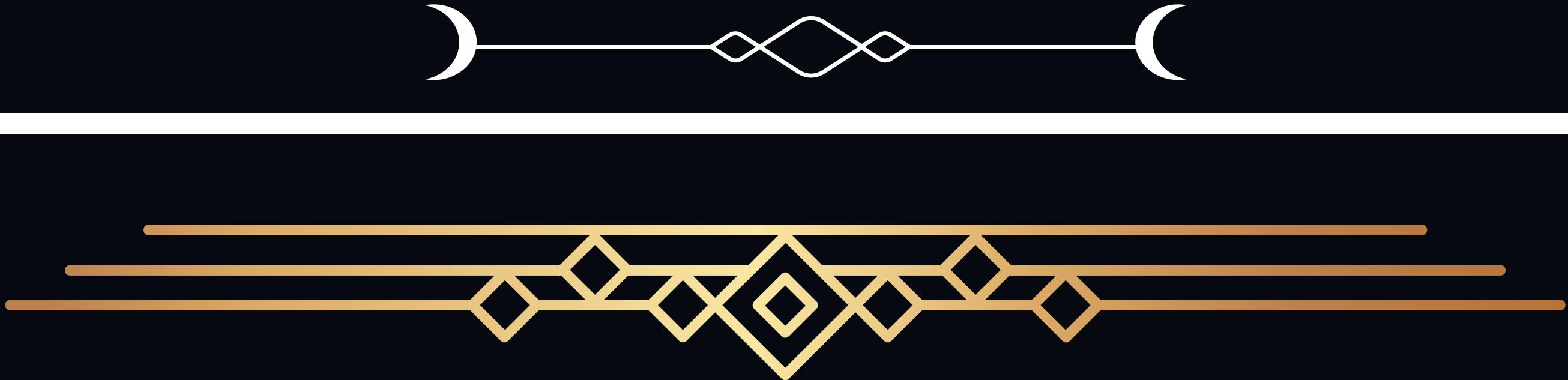




QUALITY CONTROL

Quality control is any process, equipment, or skills to ensure a high-quality product. In a Multimedia industry sense, quality control helps ensure that any project you want to distribute meets the requirements needed to ensure the project can be distributed globally. If the project fails its quality control, it may cost both time and money

| Technique | Explanation |
|--------------------|---|
| Colour Grading | <ul style="list-style-type: none"> Colour grading refers to manipulating images to create consistent colour tones throughout a design <ul style="list-style-type: none"> This makes a design look precisely how I want and is evident in websites. |
| Strong Computers | <ul style="list-style-type: none"> I used powerful computers as they allowed me to access almost all the features of the software I'm using and help me push the limits of what's possible in comparison to my MacBook. |
| H.265 Over H.264 | <ul style="list-style-type: none"> I used Adobe Media Encoder to convert the files to MP4 H.265 for animations due to issues. I used H.265 because it is a higher-quality form of compression. The difference is illustrated in the photo. This leads to a better overall output while also having the benefit of consistent playback and a smaller file size. This helps me achieve my Statement of Intent |
| Design Consistency | <p>Maintaining design consistency across the website ensures a unified and professional appearance. This involves ensuring that visual elements such as colors, fonts, and graphics adhere to the established brand identity. Consistent alignment and spacing help to create a clean and organized layout, enhancing the overall user experience and reinforcing brand recognition.</p> |
| Functionality | <p>Functionality is critical to the user experience, as it ensures that interactive elements such as buttons, menus, and links work as intended. Rigorous testing of these elements is necessary to prevent any issues that could disrupt the user's ability to navigate the site. Additionally, smooth animations contribute to a polished and engaging experience without affecting site performance.</p> |
| Responsiveness | <p>A responsive design adapts to various devices and screen sizes, ensuring that the website remains user-friendly across smartphones, tablets, and desktops. Cross-device testing is essential to verify that the site maintains its usability and visual appeal on different platforms. Browser compatibility checks ensure consistent performance across various web browsers.</p> |
| Performance | <p>Optimizing website performance is crucial for a positive user experience. This includes improving loading speeds by compressing images and minimizing code. Tools like Google PageSpeed Insights can help analyze performance and suggest improvements. Ensuring efficient code and asset management helps avoid delays and enhances overall site speed.</p> |
| Accessibility | <p>Accessibility is about making the website usable for everyone, including those with disabilities. This includes providing descriptive alt text for images to assist users with visual impairments and ensuring that all interactive elements can be navigated using a keyboard. Adhering to accessibility standards improves inclusivity and user satisfaction.</p> |

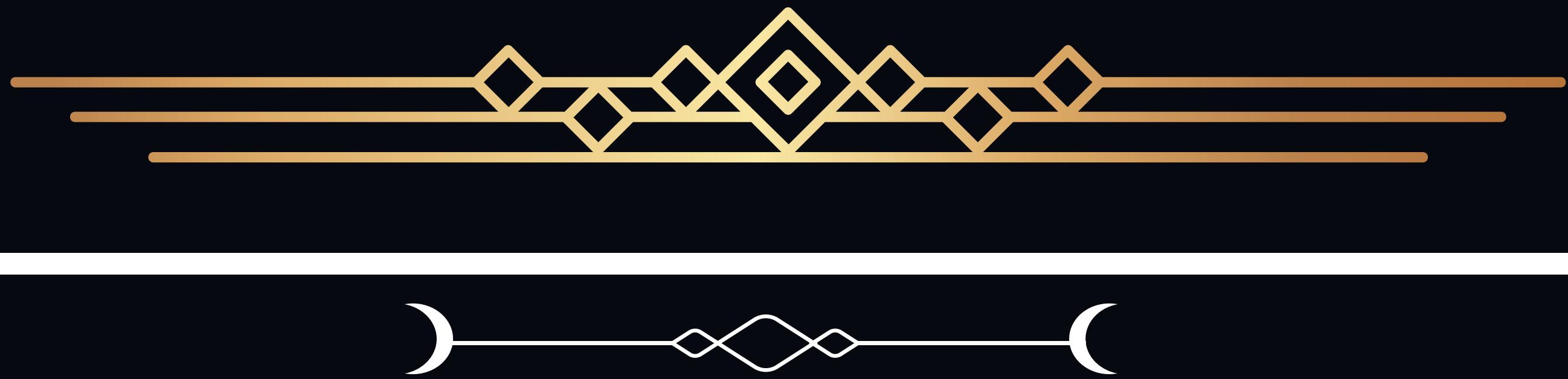


STARFALL

STUDIOS



OVERVIEW OF DEMONSTRATED ICT SKILLS





OVERVIEW OF DEMONSTRATED ICT SKILLS

WEB SITE CREATION

1. CREATING A WEBSITE - DREAMWEAVER - CSS, HTML, JAVASCRIPT
2. CSS/HTML ANIMATION - SCROLL BAR
3. CSS/HTML/JAVASCRIPT ANIMATION - DROP DOWN MENU
4. CSS/HTML/JAVASCRIPT ANIMATION - SLIDER MOVEMENT {ZOOMED IN } LANDING PAGE
5. CSS/HTML/JAVASCRIPT ANIMATION - PRELOADER ANIMATION
6. PROGRAMMING IN CSS
7. PROGRAMMING IN HTML
8. PROGRAMMING IN JAVASCRIPT
9. CSS/HTML/JAVASCRIPT ANIMATION - FLOATING DESIGNS
10. CSS/HTML/JAVASCRIPT ANIMATION - SHINE ANIMATION
11. CSS/HTML/JAVASCRIPT ANIMATION - MOUSE INTERACTION
12. CSS/HTML/JAVASCRIPT ANIMATION - CARD HOLDER FLIP
13. CSS/HTML/JAVASCRIPT ANIMATION - BUTTON ANIMATION
14. CSS/HTML/JAVASCRIPT ANIMATION - ICON ANIMATIONS
15. CSS/HTML/JAVASCRIPT ANIMATION - PHOTO/INTERACTIONS/ ANIMATIONS
16. CSS/HTML/JAVASCRIPT - CONTACT FORM
17. CSS/HTML/JAVASCRIPT - SUBSCRIBE FORM
18. CSS/HTML/JAVASCRIPT - 3000 THOUSAND LINES OF CODE

GRAPHIC DESIGN

1. LOGO INSPIRATION MOOD BOARD
2. LOGO DESIGN CREATION - ADOBE ILLUSTRATOR [STARFALL STUDIOS LOGO]
3. LOGO EXPORTING IN VECTOR (SVG) & BITMAP (PNG), (JPG), (ICO), (AI) - ADOBE ILLUSTRATOR
4. LOGO FAVICON DESIGN - ADOBE ILLUSTRATOR [STARFALL STUDIOS]
5. DECORATIVE LINE DESIGN - ADOBE ILLUSTRATOR
6. SEPARATOR LINE DESIGN - ADOBE ILLUSTRATOR
7. LOGO FAVICON EXPORTING IN VECTOR (SVG)
8. THIN LINE DESIGN - ADOBE ILLUSTRATOR
9. EXPORTING LINES IN VECTOR (SVG) & BITMAP (PNG), (JPG), (ICO), (AI) - ADOBE ILLUSTRATOR
10. GRADIENT TOOL/COLOURING - ADOBE ILLUSTRATOR
11. GLOW EFFECT - ADOBE ILLUSTRATOR
12. IMAGE TRACE TOOL - ADOBE ILLUSTRATOR
13. 3D, EXTRUDER TOOL - ADOBE ILLUSTRATOR
14. SHAPER BUILDER TOOL - ADOBE ILLUSTRATOR
15. PEN TOOL - ADOBE ILLUSTRATOR
16. FLOATING ANIMATION DESIGN - ADOBE ILLUSTRATOR
17. CARD DESIGNS - ADOBE ILLUSTRATOR / PHOTOSHOP
18. EXPORTING IN VECTOR FOR LARGER GRAPHIC FILES {CARDS, BOXES, PHOTOS, ETC.} (SVG) & BITMAP (PNG), (JPG), (ICO), (AI) - ADOBE ILLUSTRATOR
19. SINCE 2018 DESIGN - ADOBE ILLUSTRATOR / PHOTOSHOP
20. CANVA /INDESIGN - BOOKLET
21. SUBTITLE DESIGNS, ETC.

[THERE IS A LOT MORE THAT WAS DESIGNED THROUGH THE ADOBE SOFTWARE IT A BE HARD TO LIST ALL]

OVERVIEW OF DEMONSTRATED ICT SKILLS

EDITING

1. COLOUR GRADING - ADOBE LIGHTROOM
2. MONOCHROMATIC GRADING - ADOBE LIGHTROOM
3. FILTERS - ADOBE LIGHTROOM

ANIMATION

1. AFTEREFFECTS - LOGO REVEAL ANIMATION
2. AFTEREFFECTS - TEXT REVEAL ANIMATION
3. PREMIERE/ DA VINCI RESOLVE - EDITING THE ANIMATION DOWN AND FIXING UP WITH GRADING
4. EXPORTING

Our Reviews

" Working at Starfall Studios has been an out-of-this-world experience! The environment

Our team



Lead
Programmer **NICK**
Handles the coding and
technical programming
by developing the core
functionality



Lead
Artist **LISA**
Handles the
visual elements
and designs
including
character
designs,
environments,
textures,
animation



Sound
Designer/Music
Composer **LUCAS**
Handles the audio components
of the game, including sound
effects, music, and voiceovers



Project
Manager **JAMES**
Handles and over-
sees the develop-
ment process, ensur-
ing that project stays
on track

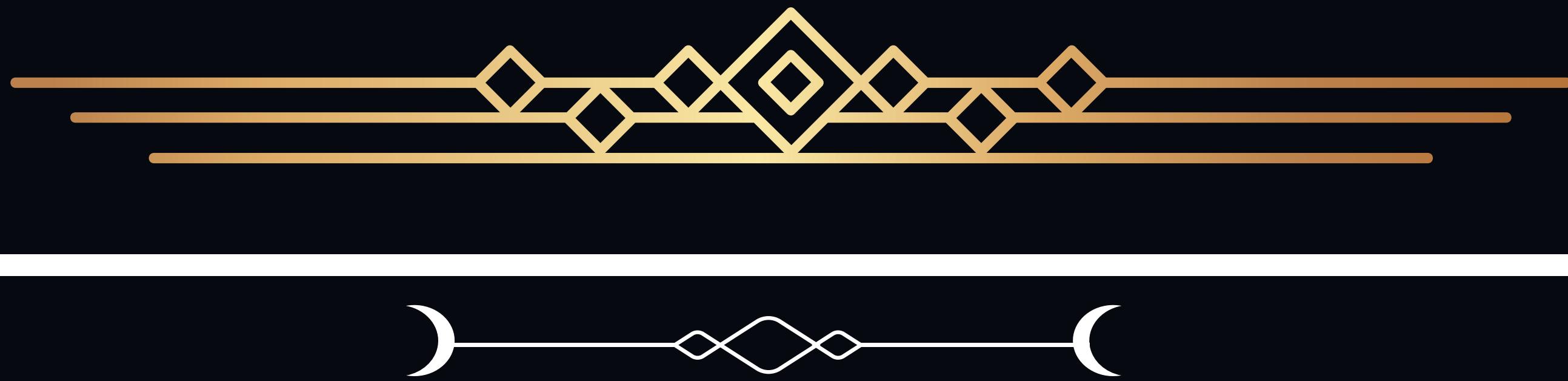


STARFALL

STUDIOS



EVIDENCE OF WHS & SAFE WORKING PRACTICES





DEFINITION

For work, health and safety, WHS aims to set a guideline to regulate classroom procedures and measures, ensuring students' safety and well-being. These practices are used as a preventative measure against potential harm as they identify hazards and the steps that should be taken accordingly to prevent injury. WHS is a reliable system that prevents future accidents and injuries to the body, thus allowing students to optimise their time efficiently as it protects from time-costly injuries.

RISK ASSESSMENT

A risk assessment is a systematic process aimed at highlighting, analysing and evaluating potential hazards associated with tasks or activities that may potentially cause harm to individuals. Assessments are necessary as they help acknowledge and manage potential damage efficiently and reduce the overall risk of any injury or negative impacts of procedures within the workspace. I will conduct these assessments at school and at home as this is where I work on my major project. My desk at home is a personalised environment where I can adjust the configuration to follow the best WHS practices. However, I do not have this luxury while at school, so I must prevent unnecessary risks. For this, I have used the risk matrix below to keep safe, taking a proactive approach to risk management.

| | | Likelihood | | | | |
|--------|---------------------------|-------------------------|--------------------|-----------------------|------------------|-----------------------|
| | | Very unlikely to happen | Unlikely to happen | Possibly could happen | Likely to happen | Very likely to happen |
| Impact | Catastrophic consequences | Moderate | Moderate | High | Critical | Critical |
| | Significant consequences | Low | Moderate | Moderate | High | Critical |
| | Moderate consequences | Low | Moderate | Moderate | Moderate | High |
| | Low consequences | Very Low | Low | Moderate | Moderate | Moderate |
| | Negligible consequences | Very Low | Very Low | Low | Low | Moderate |
| | | | | | | |

FIRES

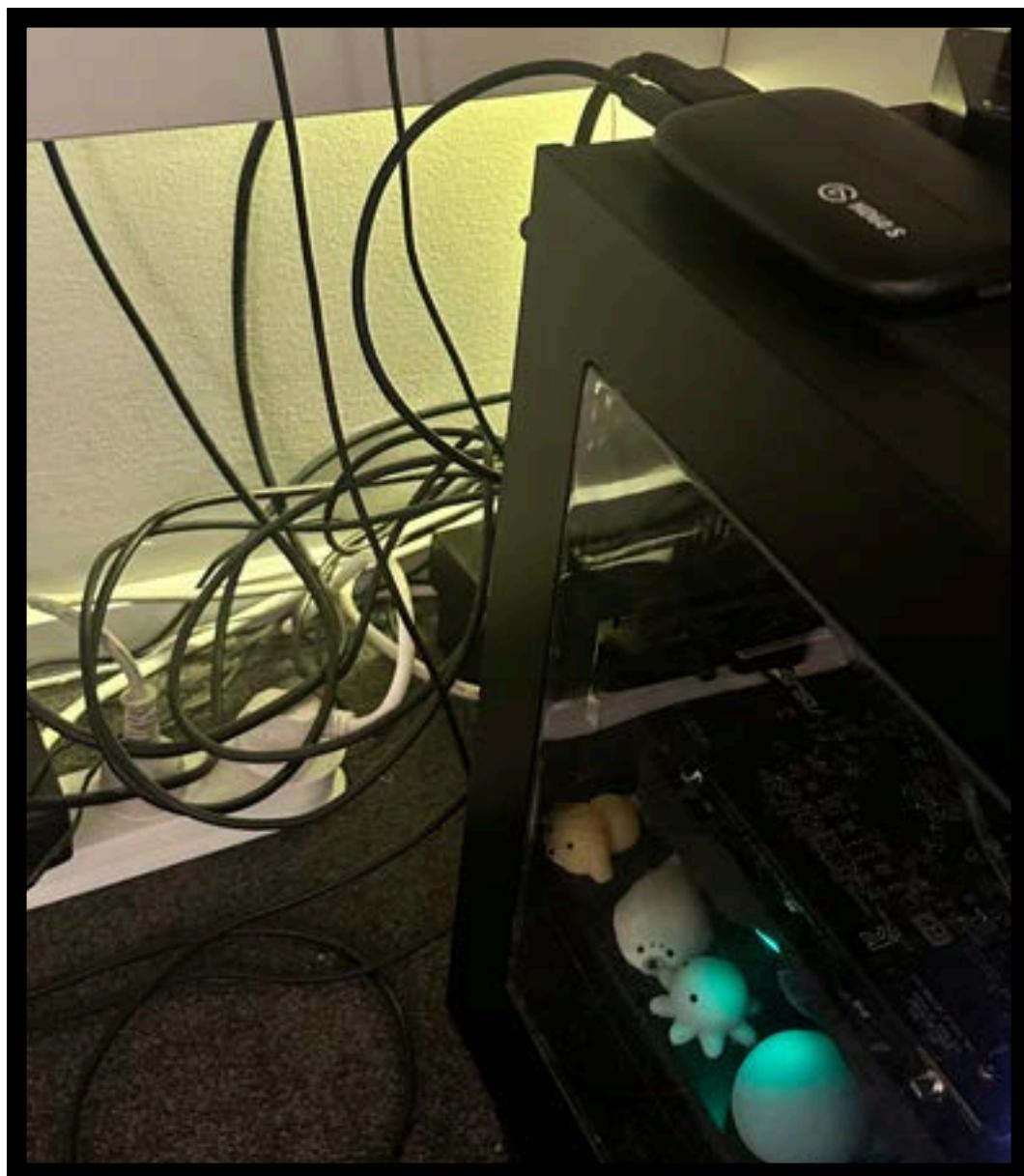
In the event of a fire, my preparedness is critical. I know exactly where the fire extinguishers are located and have emergency contact numbers accessible. Regular fire drills with the school help us all know what to do in the event of a fire. We've designated a safe meeting spot within the school, and I remember to stay low if there's smoke. If a fire occurs, I will evacuate immediately and never attempt to fight it. If it becomes larger than what a regulation fire, the extinguisher can handle it. Acting swiftly and sensibly is crucial for ensuring my safety and the safety of those around me during a fire emergency.



HAZARD & PRECAUTIONS

CABLES FULLY PLUGGED IN

- As with any electrical device, there is always a moderate risk of electrocution or electric shock (catastrophic consequence).
- To minimise this risk, it is vital to ensure all the cables associated with a computer are plugged in fully
- If cables are not checked, it could lead to the user being seriously killed or injured, or it could even cause a fire.
- Checking all the cables are plugged in fully is a simple way of practising safe working



BLUE LIGHT FILTERS

- Blue light filtering glasses prevent my sleep cycles from being disrupted by reflecting the blue light emitted from computers.
- Both these blue light filters can be used separately or together to ensure safe working practices (low risk).
- Minimising brightness at night using the brightness slider on laptops also can help eye strain.
- The “Night light” feature on Windows 11 computers also serves a similar function by reducing the amount of blue light emitted from the computer. This also reduces the chance of eye strain from the computer.



AUDIO LEVELS

- To prevent this, audio should never be set to 100%, with 75% to 80% a comfortable safe zone for long listening sessions.
- Sustained loud audio can cause temporary to permanent hearing loss (moderate risk).

LIGHTING

- I ensured the classroom's natural lighting matched my monitor to prevent eye strain (low risk).
- While working at night, I had to ensure I had a desk light on so I would not be viewing the screen in the dark.



ELECTRICAL CABLES

- I also ensured none of the cables had any breakage to prevent electrocution.
- I kept my charger, mouse, PC and monitor wires apart.
- I ensured to keep cables together organised to prevent tangled wires (low risk).

BREAKS & STRETCHING

- I have been setting schedules to work, eat, stretch and take rest breaks so that I don't overwork myself.
- I stretched in between sessions to avoid lower back and neck strains.
- I did neck and wrist exercises so they would not cramp while sitting down.
- Taking breaks also assists with preventing repetitive strain injury.

EVACUATION PLAN

While the chances are slim, an electrical or similar fire could potentially cause serious damage, necessitating the evacuation of the room. Depending on the severity, a more comprehensive evacuation might be necessary, extending to the entire block or even the school premises. In the unlikely event of such a situation, a detailed emergency evacuation plan is conveniently posted on the classroom door. A fire extinguisher is also readily available beside the door for immediate use.

POSTURE

- The main monitor is at eye level, thus preventing neck strain.
- Straight back prevents back pain and discomfort.
- The knees and elbows are bent at 90 degrees, with both feet flat on the ground, helping to reduce fatigue and blood flow.
- The mouse is given enough space to be used comfortably.



HAZARD & PRECAUTIONS



ERGONOMIC WORKSPACES



DESCRIPTION OF RISK

Provide adjustable ergonomic workstations, including chairs, monitor stands, and keyboards, to prevent repetitive strain injuries.



STEPS TAKEN

- Adjust the height of your chair and desk.
- Use an ergonomic keyboard, mouse, and monitor stand.
- Take breaks and use proper lighting.
- Consider a comfortable chair and a standing desk.
- Use a headset and ergonomic accessories.



INADEQUATE LIGHTING



DESCRIPTION OF RISK

Provide a workspace that ensures the area has quality lighting to prevent eye strain and other vision-related problems.

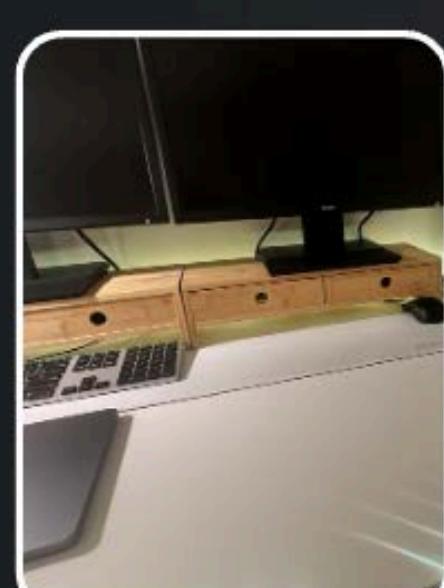


STEPS TAKEN

- Assess lighting needs and use natural light
- Add artificial lighting and choose the right bulbs
- Position lighting correctly and use dimmers
- Control colour temperature
- Eliminate flicker.



TIDY WORKSPACES



DESCRIPTION OF RISK

Clear the workspace of clutter and hazards to promote creativity and safety.

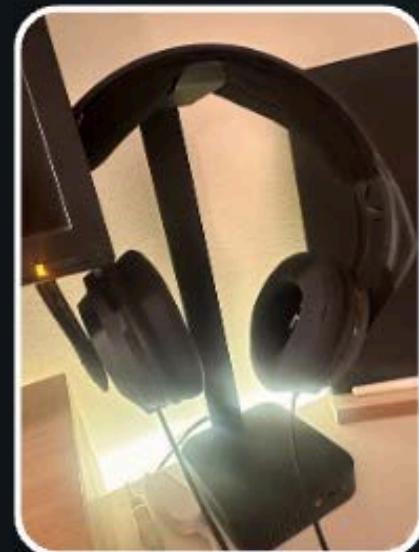


STEPS TAKEN

- Clean regularly and establish a routine.
- Use organisers and go digital to reduce paper clutter.
- Keep a trash can nearby and empty it regularly.
- Make it a habit to tidy up daily.



NOISE CANCELLATION



DESCRIPTION OF RISK

Provide a workspace with noise reduction measures such as sound-absorbing panels, noise-cancelling headphones, or soundproofing to protect from hearing loss and improve focus.



STEPS TAKEN

- Use noise-cancelling headphones or consider white noise
- Soundproof your workspace
- Create a designated quiet space
- Establish noise rules within the environment
- Identify noise sources



ELECTRICAL EQUIPMENT



DESCRIPTION OF RISK

Ensure that all electrical equipment is regularly checked, maintained, and grounded, and individuals are adequately trained on its use and handling to prevent incidents.



STEPS TAKEN

- Read the manual and inspect the equipment
- Use properly grounded outlets and surge protectors
- Unplug equipment when not in use
- Don't overload circuits
- Keep equipment dry and away from water



POOR VENTILATION QUALITY



DESCRIPTION OF RISK

Having proper ventilation is crucial, especially during incidents involving the use of chemicals and fumes. Installing adequate ventilation systems is essential to protect individuals from inhaling harmful substances.

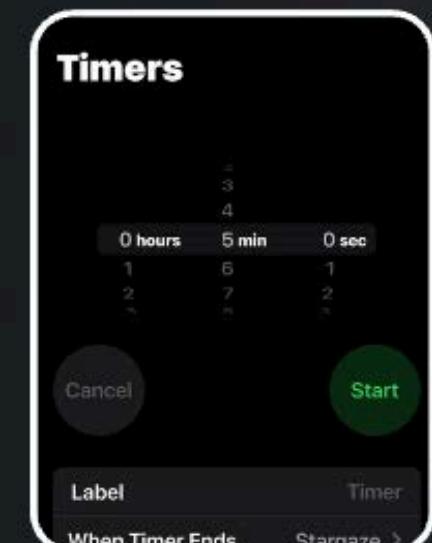


STEPS TAKEN

- Assess and improve air circulation.
- Clean air vents and filters regularly.
- Use natural ventilation and address mould/moisture issues.
- Maintain a clean workspace.
- Hire a professional to evaluate and improve ventilation if needed.



NO IMPLEMENTATION OF BREAKS



DESCRIPTION OF RISK

Regular breaks between digital and handwritten work can prevent fatigue and related issues. To ensure productivity within the work produced.

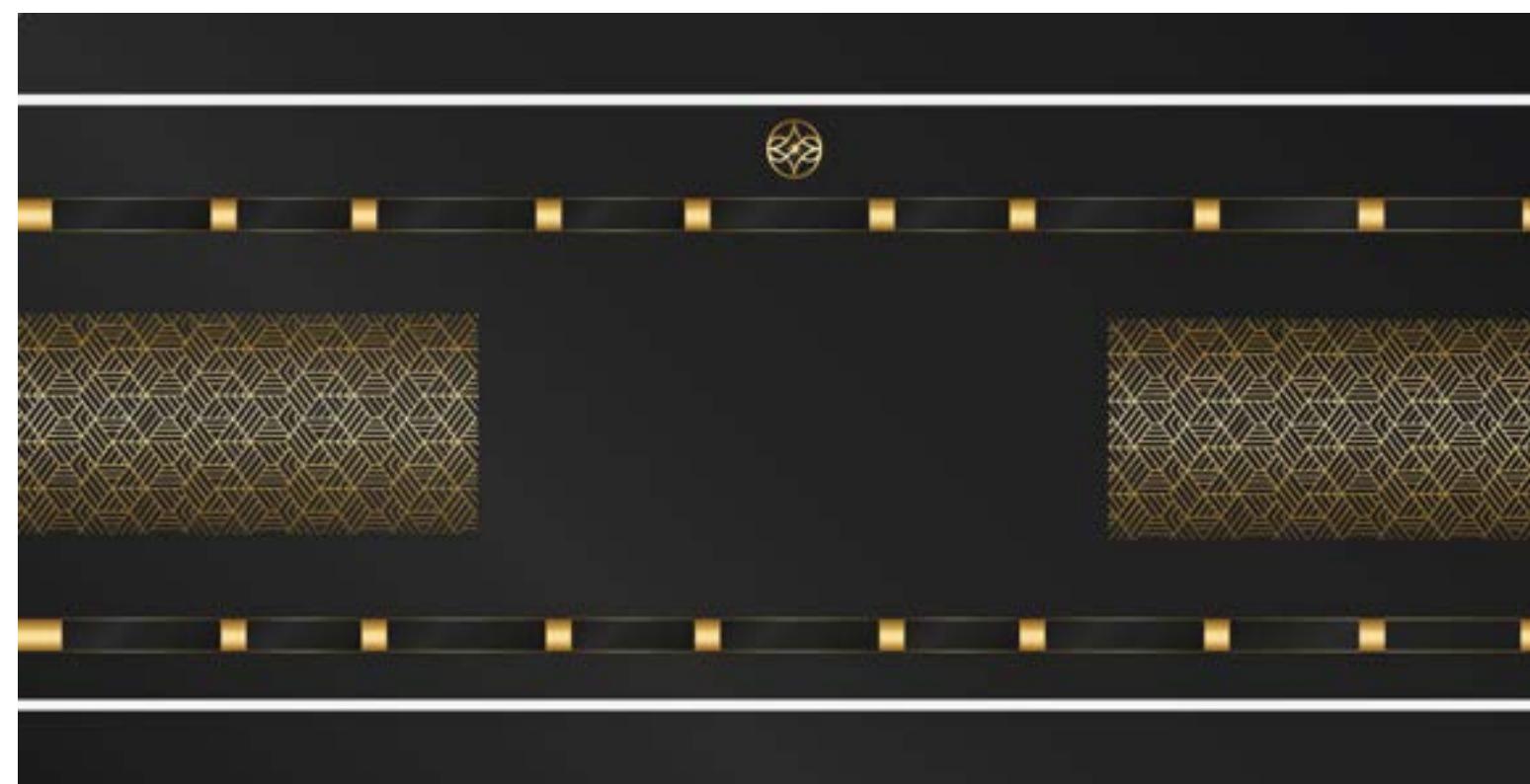
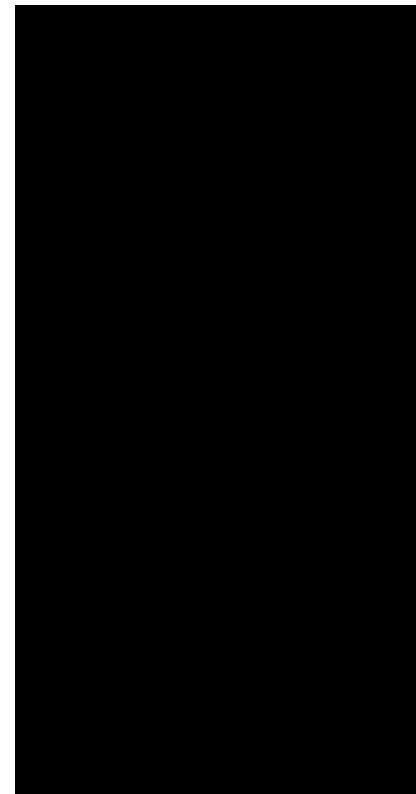
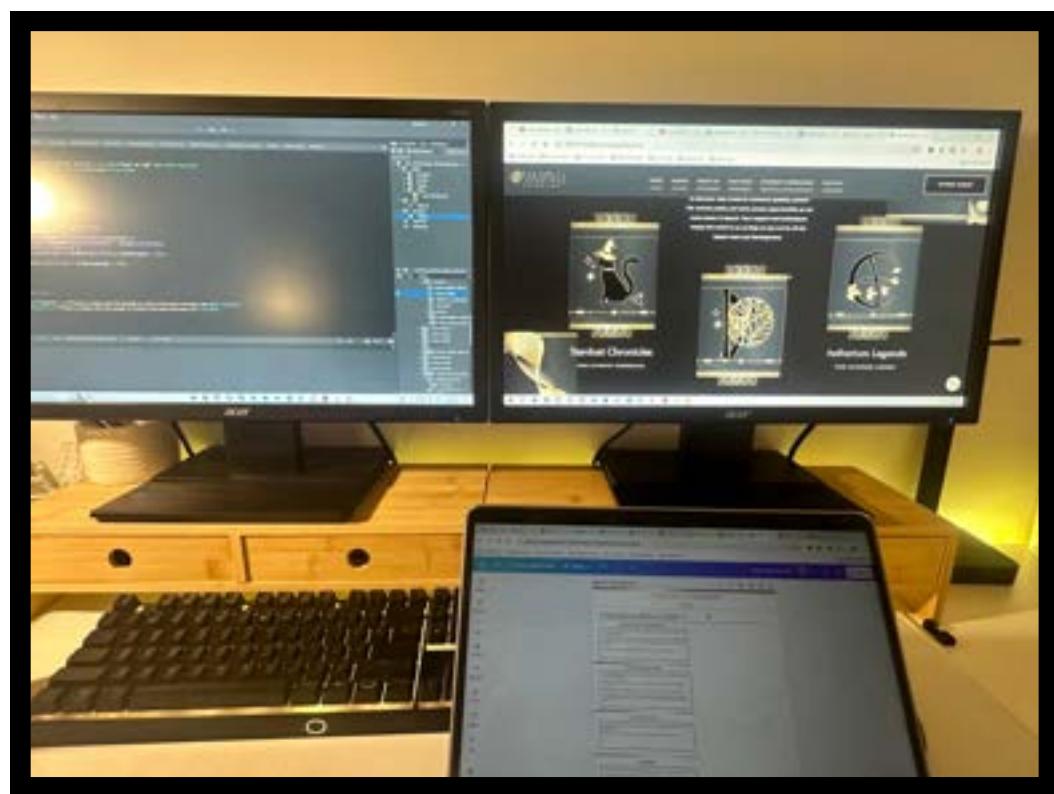


STEPS TAKEN

- Take regular breaks at intervals.
- Break regularly in between tasks.

HOME SETUP

- Monitors are at eye level, reducing neck strain.
- Ambient lighting from the lamp behind the LEDS monitor prevents the room from being solely lit by the monitors. This reduces eye strain, as the difference between looking at the monitors and elsewhere in the room is not as significant.
- There is ample desk space for the mouse and keyboard. This prevents my hand from hitting things on the table and allows me to always move my mouse in the most ergonomic way possible (though elbow movements only, not shoulders).
- I can free up desk space on the left and right by using one two-monitor mount for two monitors.
- This desk space can be used for any books, drawing tools, or laptops I might need, preventing me from putting them in unergonomic positions, such as on my lap
- Clear lighting sources within the room, having a desk lamp, dimmable lights and further lights in the room to reduce eye strain

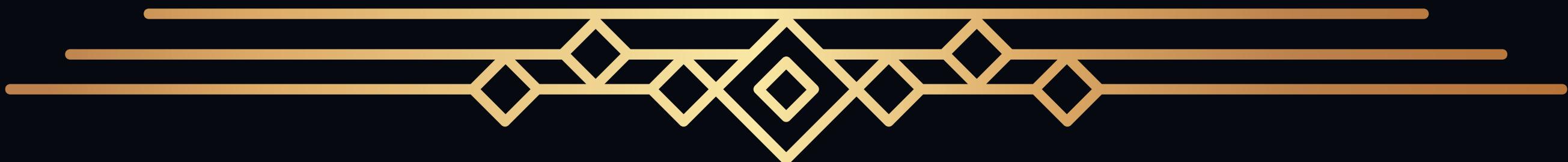


SCHOOL SETUP

- The laptop is a portable and larger-sized MacBook, which reduces neck strain.
- There is ample desk space for working with the portable device in the classroom for this major work and study space within the school environment
- This desk space can be used for any books, drawing tools, or laptops I might need, preventing me from putting them in unergonomic positions, such as on my lap
- Clear lighting sources within the room and ventilation to reduce risks

ON GOING EVALUATION OF WHS & SAFE WORKING PRACTICES

My overall project was a very low-risk project. There was nothing particularly dangerous or life-threatening. The worst consequence that could have occurred would be getting electrocuted; however, with Australian electrical safety standards, this is highly unlikely. I have worked safely so far and will continue to practice safe working.

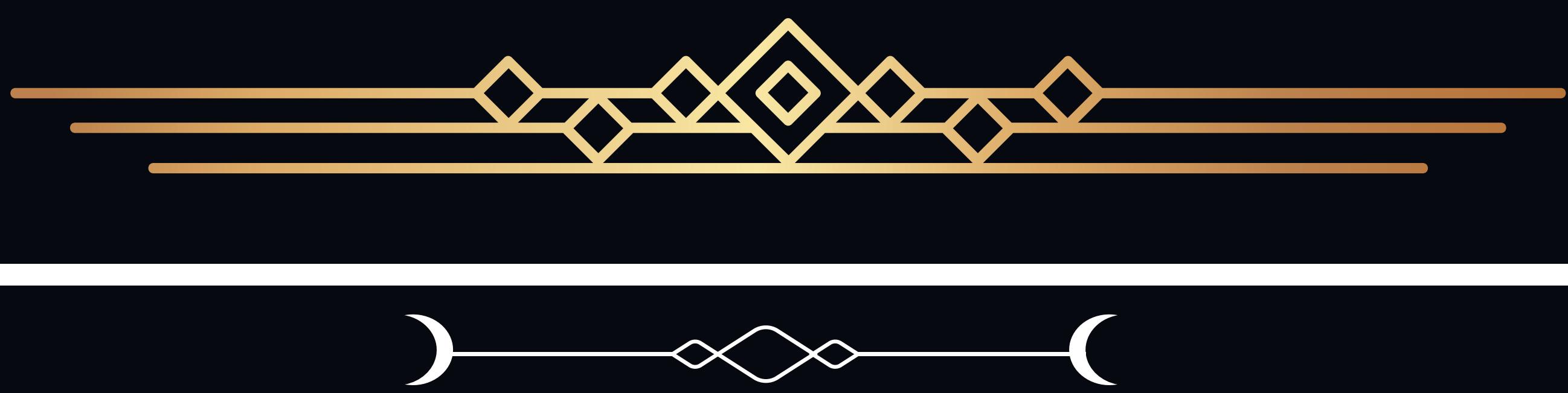


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Outsourcing

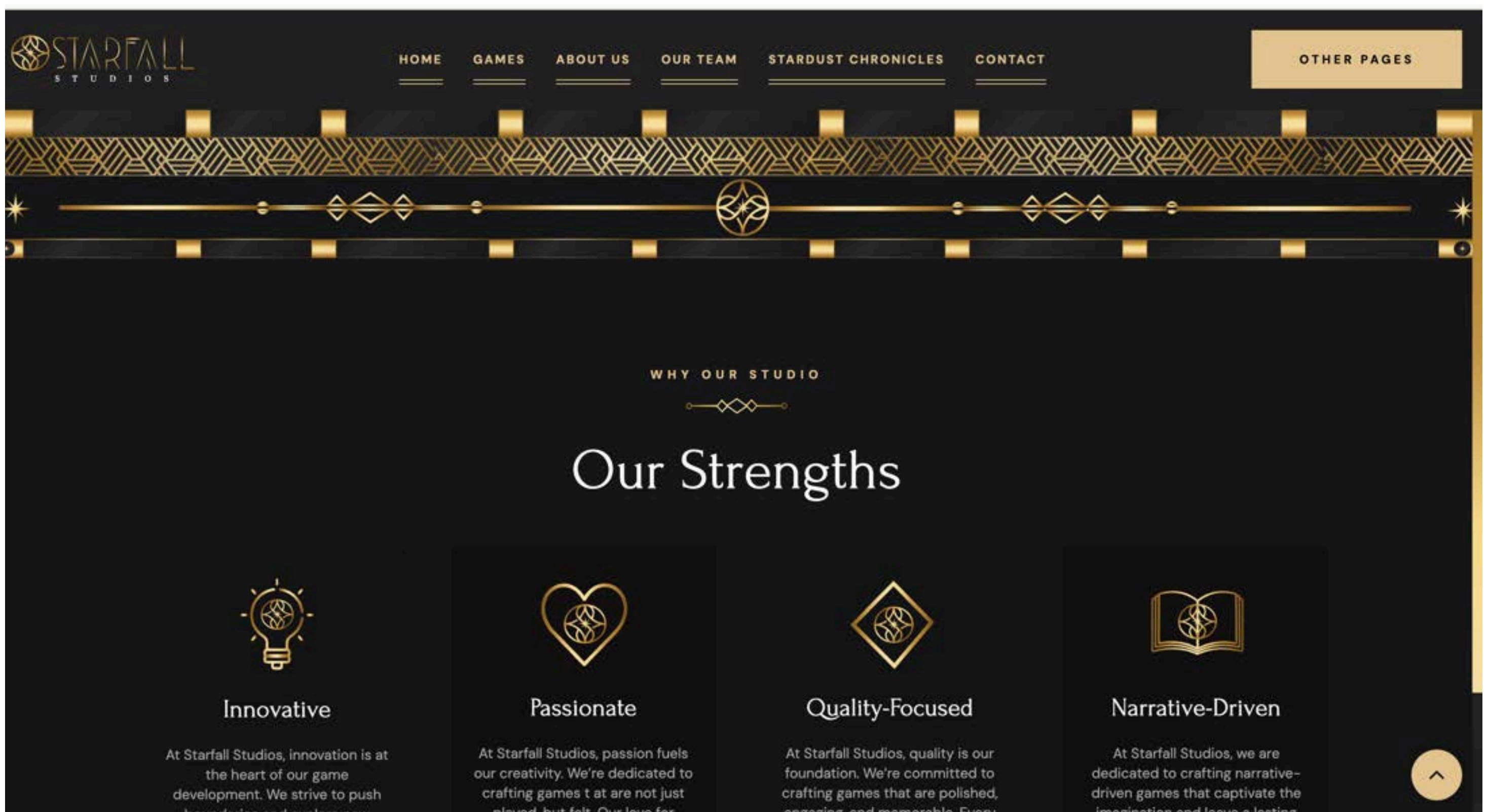




OUTSOURCING

Outsourcing is defined as contracting an outside supplier to provide a good or service. The benefits of outsourcing include cost savings and efficiency gains, and faster production times. As it is not viable for me to make and gather everything for this Major Project, some elements will be outsourced. As with everything else, all outsourced material will be referenced.

| Out-Sourced Items | Explanation |
|------------------------|---|
| Font | <p>Although not difficult to make, fonts are very time-consuming to make.</p> <ul style="list-style-type: none"> As such, I have decided to outsource the custom fonts I have decided to use. There are many free fonts on the internet that look very good and will get the job done. Websites like https://dafont.com/ offer many free/ ADOBE fonts and paid fonts |
| Stock Graphics | <p>For the design elements of the website, I sourced stock graphics from platforms like Pexels. These graphics were used for the team section and background elements, providing high-quality visuals that complemented the site's design. Using these resources allowed me to achieve a professional look and maintain a cohesive aesthetic throughout the website.</p> |
| Video Clips | <p>I incorporated video clips from Videohive to add dynamic and engaging content to the website. These clips were used to showcase key features of the game and enhance the overall visual appeal. The use of high-quality stock video footage helped bring the game's concept to life and made the promotional content more compelling.</p> |
| Icons and UI Elements: | <p>I used pre-designed icons and user interface elements from Io icons to streamline the design of the website. These elements were chosen for their aesthetic compatibility with the site's overall look and helped to enhance the user experience by providing intuitive navigation and functionality.</p> |



STARFALL STUDIOS

HOME GAMES ABOUT US OUR TEAM STARDUST CHRONICLES CONTACT OTHER PAGES

WHY OUR STUDIO

Our Strengths



Innovative

At Starfall Studios, innovation is at the heart of our game development. We strive to push boundaries and explore new



Passionate

At Starfall Studios, passion fuels our creativity. We're dedicated to crafting games that are not just played, but felt. Our love for



Quality-Focused

At Starfall Studios, quality is our foundation. We're committed to crafting games that are polished, engaging, and memorable. Every



Narrative-Driven

At Starfall Studios, we are dedicated to crafting narrative-driven games that captivate the imagination and leave a lasting



STARFALL

S T U D I O S



Final Evaluation



FINAL EVALUATION

EVALUATION OF GOAL

The goal for my HSC Industrial Technology Multimedia Major Project was to create a marketing campaign for a fictional game development company that included a cohesive one-page website that incorporates a wide range of animation, graphic and editing techniques as well as a logo animation. I believe that I have been successful in creating this project even though I wasn't able to complete everything I wanted to. I completed the one-page website. I also created a logo animation and the majority of the graphical design and Coding solutions for the website. I am very pleased with the final result as it looks very professional. I believe I have created an engaging experience that is an effective marketing campaign for the Starfall Studios Stardust Chronicles. Additionally, I utilised the majority of the ADOBE software to create the necessary components available in the website in this project skillfully. As required in my Statement of Intent, I used multiple software and components embedded within my website to create a holistic and professional-looking website and coded the website using tutorials and my knowledge using CSS, Html, and Javascript.

However, I faced challenges with limited time due to the other Major works that I had to complete, and the sheer amount of work to do in a year, which sometimes resulted in having to cut things out of my process. Despite these constraints, I carefully selected a background, graphics, and external and intrinsic stuff to enhance the immersive experience of the website. I utilized a wide range of design and animation techniques, such as logo animations and custom graphics, to create a visually engaging and cohesive marketing campaign for Starfall Studios and their game, Stardust Chronicles. Although the complexity of some animations and graphic elements posed difficulties, I managed to create a professional-looking final product that effectively showcased the fictional game development company. I drew extensively on Adobe software and coding knowledge, including CSS, HTML, and JavaScript, to bring the website to life. While I did not achieve every aspect I initially envisioned due to hardware constraints and time limitations, the final result remains impressive and aligns well with the goals set in my Statement of Intent. Overall, I am very pleased with the outcome and confident that the website offers an engaging and effective marketing tool for the project.

EVALUATION OF CRITERIA FOR SUCCESS

I firmly believe that I have met the goals outlined in my Statement of Intent by successfully addressing each success standard as detailed previously. The first criteria was to ensure the website was cohesive, providing a seamless and engaging user experience. I achieved this by carefully designing and implementing smooth transitions and animations that ensured the site flowed naturally and intuitively, without any jarring or uncomfortable elements. The second criterion required the project to exhibit professional quality and realism. Despite some limitations, the final website closely mirrors a high-quality, industry-standard site. I used advanced design and graphic techniques to create a polished and realistic representation of Starfall Studios' Stardust Chronicles. For the third criterion, which focused on aesthetics, I crafted a visually appealing and user-friendly interface. I employed a carefully selected colour palette and design principles to enhance the site's overall look and feel. The fourth criteria involved the use of a variety of techniques. Throughout the project, I applied over a hundred different methods, including sophisticated animation, interactive elements, and complex graphic design, all of which contributed to a dynamic and captivating user experience.

Time management was another key criteria, and while I faced challenges with deadlines and time constraints, I ensured that every aspect of the project was completed with a thorough understanding and careful execution of the required skills. Regarding budget adherence, I completed the project under the allocated budget of \$400, with the final cost coming in at \$200. This efficient use of resources allowed me to allocate the remaining funds to future endeavours. Lastly, the adherence to the time plan was not the best managed on the practical side of things but on the theory it was managed effectively, although some elements took longer than anticipated, requiring additional effort and adjustment of the initial timeline. Overall, despite facing various challenges, I am extremely pleased with the final result. The website not only fulfils the project requirements but also showcases a high level of craftsmanship and creativity, effectively achieving the objectives set out in my Statement of Intent.

FINAL EVALUATION

EVALUATION OF PURPOSE AND MOTIVATION

My purpose and motivation for this project was to create a high-quality, advertisement website as I've always desired to make a website revolving around game development and find designing, coding and tech to be enjoyable and intriguing. This was something that I was able to accomplish in this project. I was able to improve my skills drastically in the Adobe suite of applications like After Effects, Dreamweaver and Illustrator, Photoshop, and lightroom, as well as in other applications.

EVALUATION OF TARGET AUDIENCE

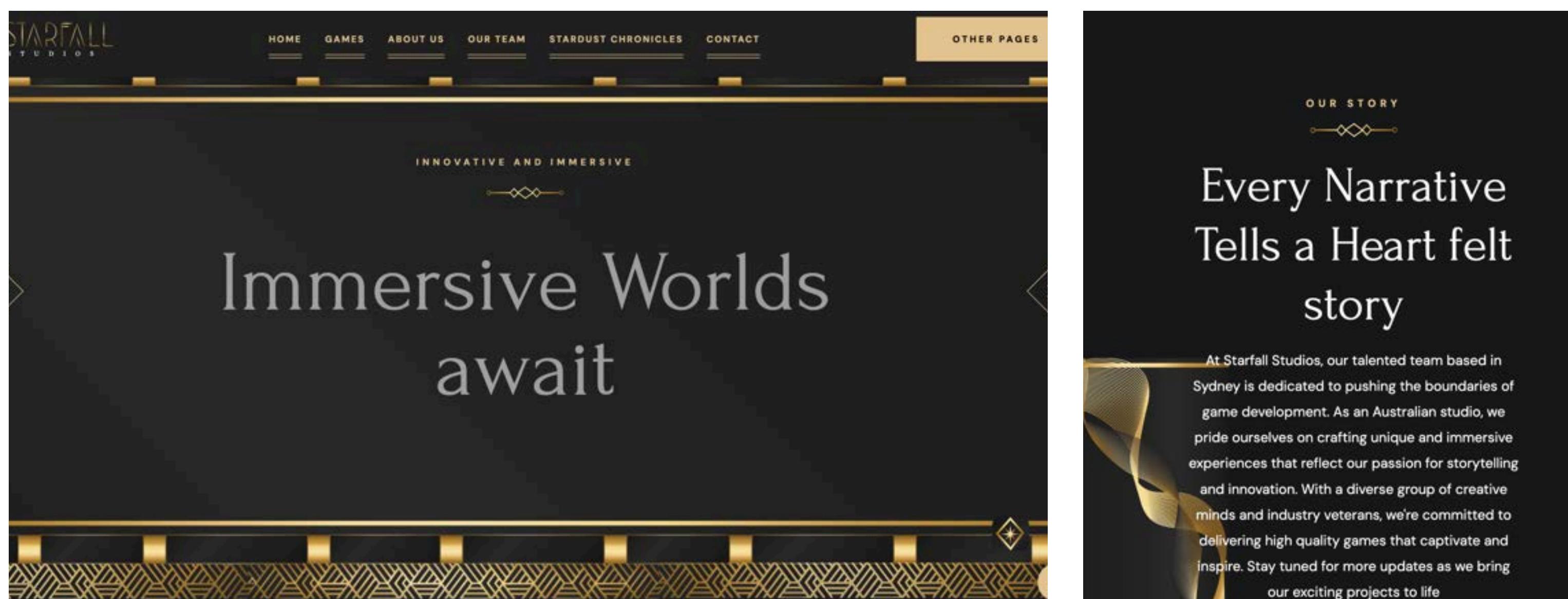
Further, my target audience for this project was teenagers and young adults of all genders, and I believe that I was able to capture the attention of these demographics. My website and game would be classified as G or PG, which is very effective as it can be played anywhere at any time of the day without considering whether it is suitable for viewing by specific demographics.

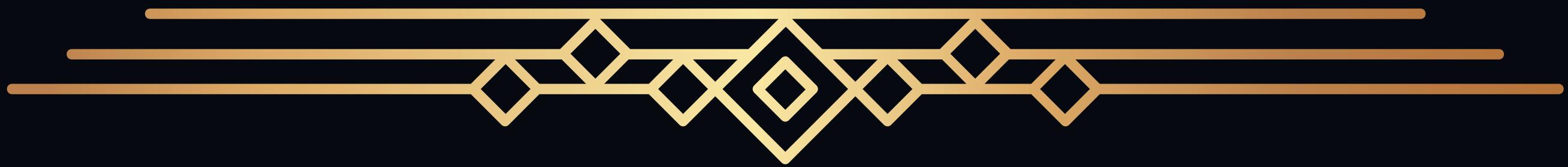
FUTURE POSSIBILITIES

A future thing I could do to improve the website would be to add more pages and significantly more customised content, animation and graphics to sell the brand in the advertising campaign better, as, due to time limitations, I could not do much more on the website pages, as I struggled during the project to get the website done. Further, I could have created a specification sheet where all the technical specifications of the Starfall Studios Stardust Chronicles are listed. I also believe that I should have managed my time better in order to reach some of my more ambitious goals at the start of the year and get every aspect of my project done as many quality-of-life improvements could have been done.

CLOSING REMARKS

Each element of the project synthesised to is almost exactly what I intended with some things not exactly getting done due to the amount on my plate, and while there is always room for improvement, I am incredibly proud of this project and how it turned out even though I didn't get all my ambitious goals done. The marketing campaign for the Starfall Studios Stardust Chronicles was a very demanding but enjoyable project to create and I learned so much from the process. There was no point throughout this project where I was not learning something new. Overall, this project has increased my enthusiasm for animation, design and web development, and I look forward to creating more campaigns in the future.



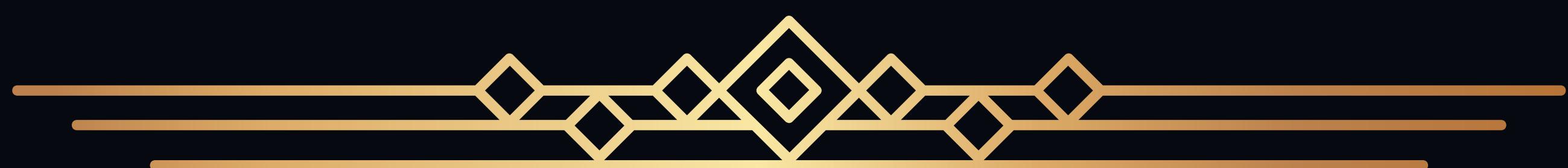


STARFALL

S T U D I O S



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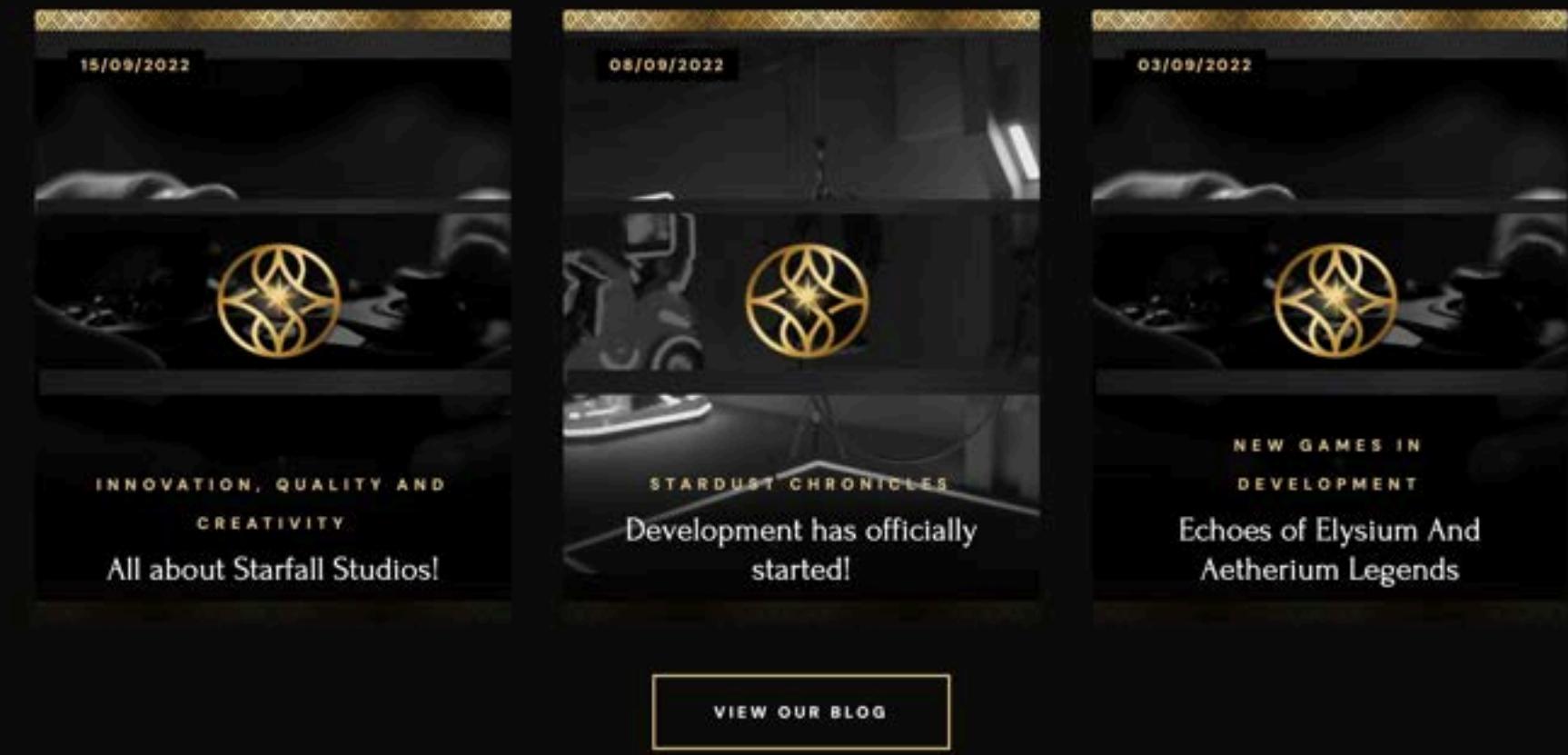


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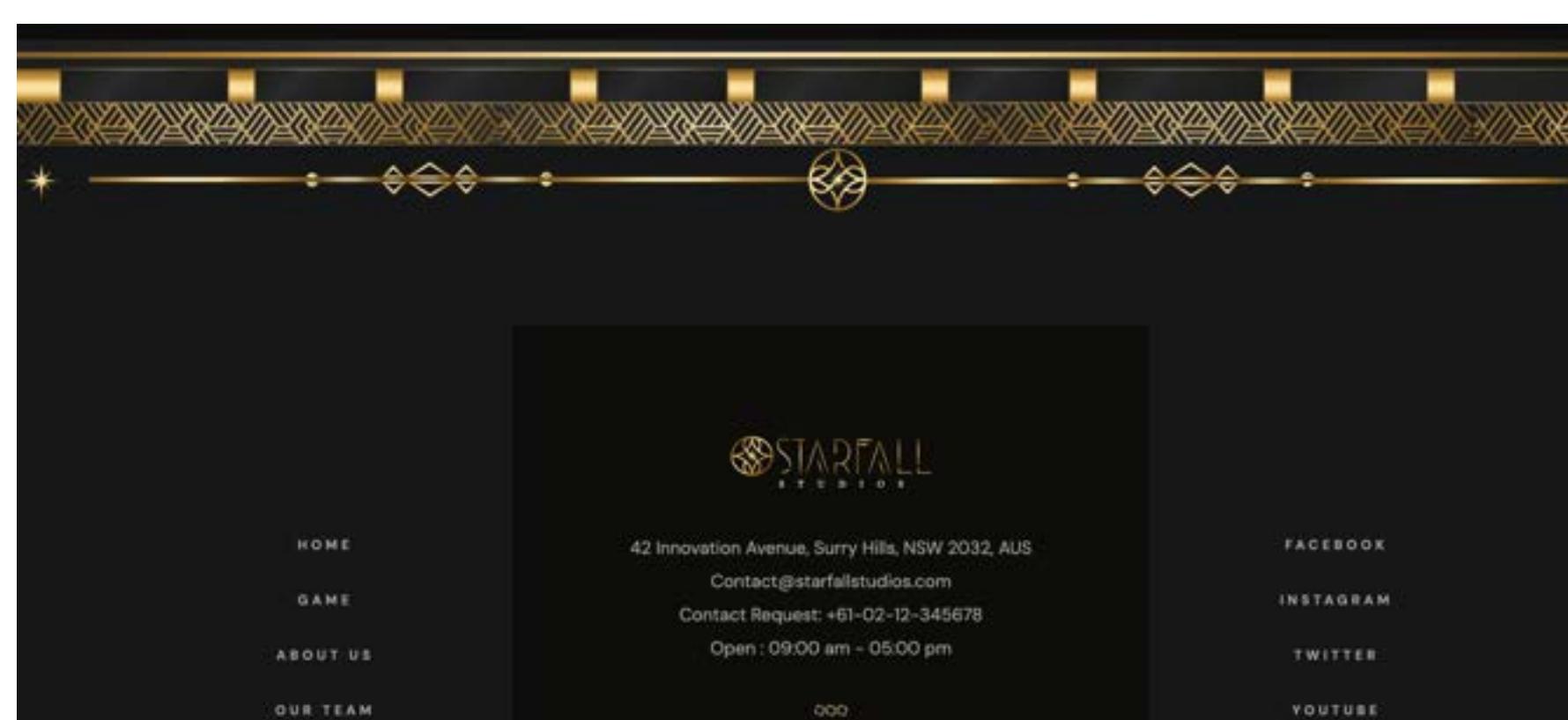
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Upcoming Events And News



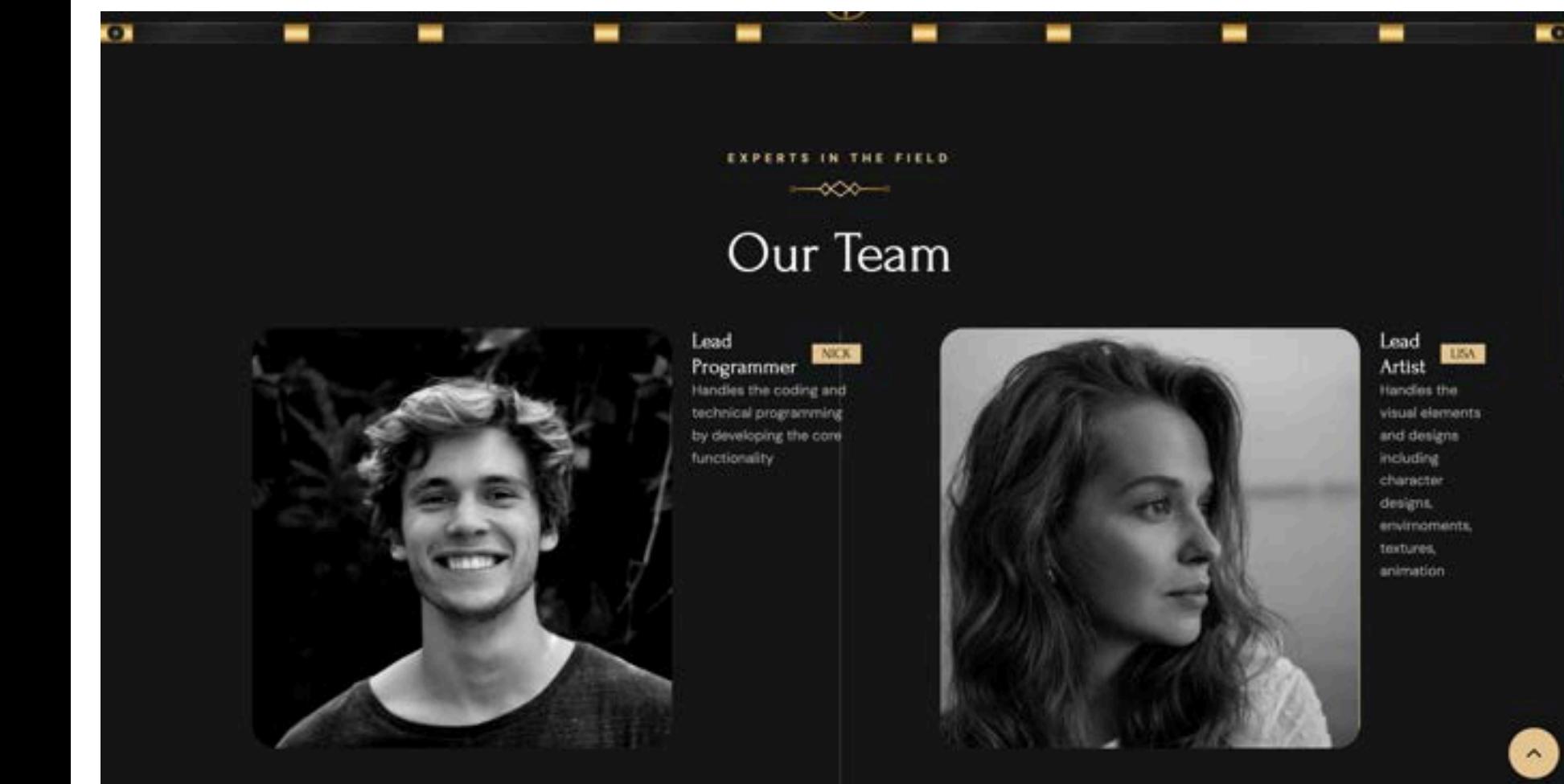
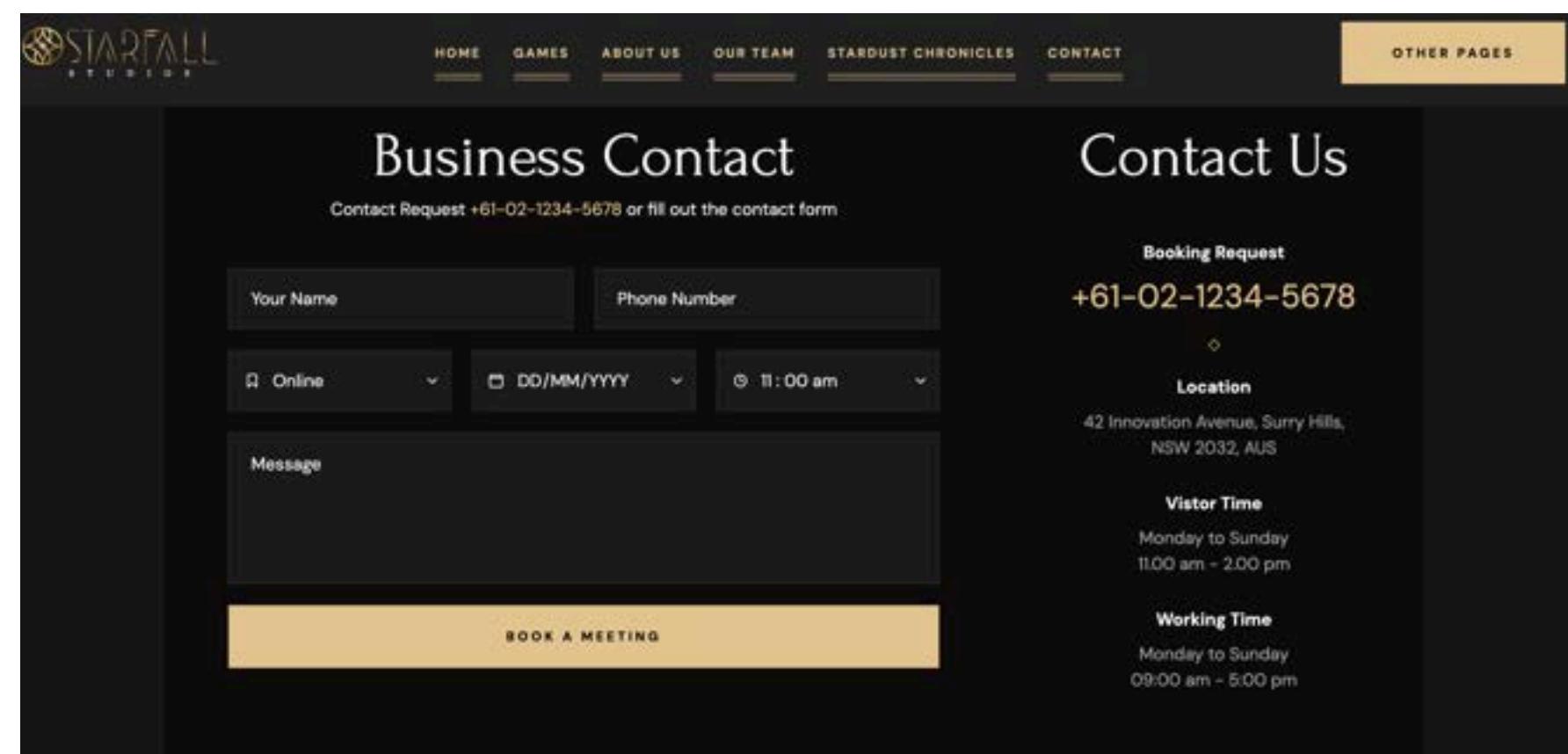
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SPECIAL THANKS

- Mrs Brennan
- Mrs Jeffries
- Tom Frawley
- Mr Dwyer



the-scenes peeks, and early access opportunities as we move closer to launch. Your support and enthusiasm means the world to us, so keep an eye out for all the latest news and development.



Stardust Chronicles

[VIEW STARDUST CHRONICLES](#)



Echoes of Elysium

[VIEW ECHOES OF ELYSIUM](#)



Aetherium Legends

[VIEW AETHERIUM LEGENDS](#)



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LUNA'S QUEST



Stardust Chronicles

The Witch Nova Astralis disappears one day, leaving behind her trusted familiar with only her magical journal. The Witch's beloved cat usually accompanied her on adventures to explore the world, but this time she was nowhere to be found. See-through the perspective of Luna, who tries to find clues to where her owner has disappeared to. She wanders through different realms, discovering hidden secrets, legends and more indications of the reasons for owner's disappearance.

[READ MORE](#)

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Passionate

At Starfall Studios, passion fuels our creativity. We're dedicated to crafting games that are not just played, but felt. Our love for storytelling and game design drives us to create experiences that are immersive, emotional, and unforgettable. Every project we take on is a labor of love, where our enthusiasm shines through in every character, every plot twist, and every moment of gameplay.



Quality-Focused

At Starfall Studios, quality is our foundation. We're committed to crafting games that are polished, engaging, and memorable. Every detail, from gameplay mechanics to visual design, is carefully considered to ensure a seamless experience. Our focus on excellence drives us to create games that not only meet but exceed expectations. We invite you to explore our meticulously crafted worlds.



Narrative-Driven

At Starfall Studios, we are dedicated to crafting narrative-driven games that captivate the imagination and leave a lasting impact. With a passion for storytelling at our core, we create immersive experiences that blend rich characters, intricate plots, and player-driven choices. Every game we develop is a journey, where every detail contributes to a compelling narrative that resonates with players.